

the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS - SOAPS - FLAVORS

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PACIFIC COAST REPRESENTATIVE: NED BRYDENE-JACK, 714 West Olympic Blvd., Los Angeles 15, California . . . Western Office, Room 1328 Peoples Gas Bldg., Chicago 3, Ill.

SUBSCRIPTION RATES: U.S.A. and Possessions and Canada, \$3.00 one year; 30 cents per copy. Foreign, \$5.00 one year. Entered as second class matter, December 29, 1938, at the Post Office at Philadelphia, Pa., under act of March 3, 1879. Application pending transfer to the Brattleboro, Vt., Post Office as second class matter. Published monthly by Moore-Robbins Publishing Company, Inc. Publication Office: 8 Harmony Place, Brattleboro, Vt., U.S.A. Editorial and Executive Offices: 9 East 38th St., New York 16, N.Y. J. H. MOORE, President; F. C. KENDALL, Vice President and Editorial Director; J. H. MOORE, JR., Secretary and Treasurer; HARLAND J. WRIGHT, Vice President and General Manager; MARC MACCOLLUM, Vice President; R. R. ROUNTREE, Circulation Director.

Moore-Robbins Publishing Company, Inc., is publisher also of Advertising & Selling, American Printer, Drycleaning Industries, Gas Age, Gas Appliance Merchandising, Industrial Gas, LP-Gas, Laundry Age, Laundryman.

Cable Address: Robinpub, New York
Volume 51, Number 6 (Copyright 1948, Moore-Robbins Publishing Company, Inc.)

Editorial Comment

Things Learned at the T.G.A. Convention

There were many lessons to be learned at the Thirteenth Annual Convention of the Toilet Goods Association, held May 18, 19 and 20, at the Waldorf-Astoria in New York.

Apparently some manufacturers are still showing a complacent attitude toward the market. When met with dwindling sales, they have rallied their forces and cut prices. One speaker made the cogent remark that this type of operation would reach its zenith when prices were slashed 100 per cent, so they were giving away merchandise.

There is an opportunity offered for expanding sales through the fuller exploitation of Southern and Southwestern areas, and by export.

The recent lack of a sufficient number of new toilet goods from which to make selections has been a destroying factor in building sales.

Practices which seem to add undue burdens should be examined minutely by distributors to determine whether they are essential to the operation of a business.

Distribution costs should be investigated. Through acceptance, a floor has been placed under wages and a ceiling over prices. Raw materials and other cost fixing factors are either on a high plane or are rising. This leaves advertising, promotion, and other costs affecting distribution open for investigation. This does not necessarily mean that advertising and promotion expenditures should be cut, but they should do more. They should be more efficient.

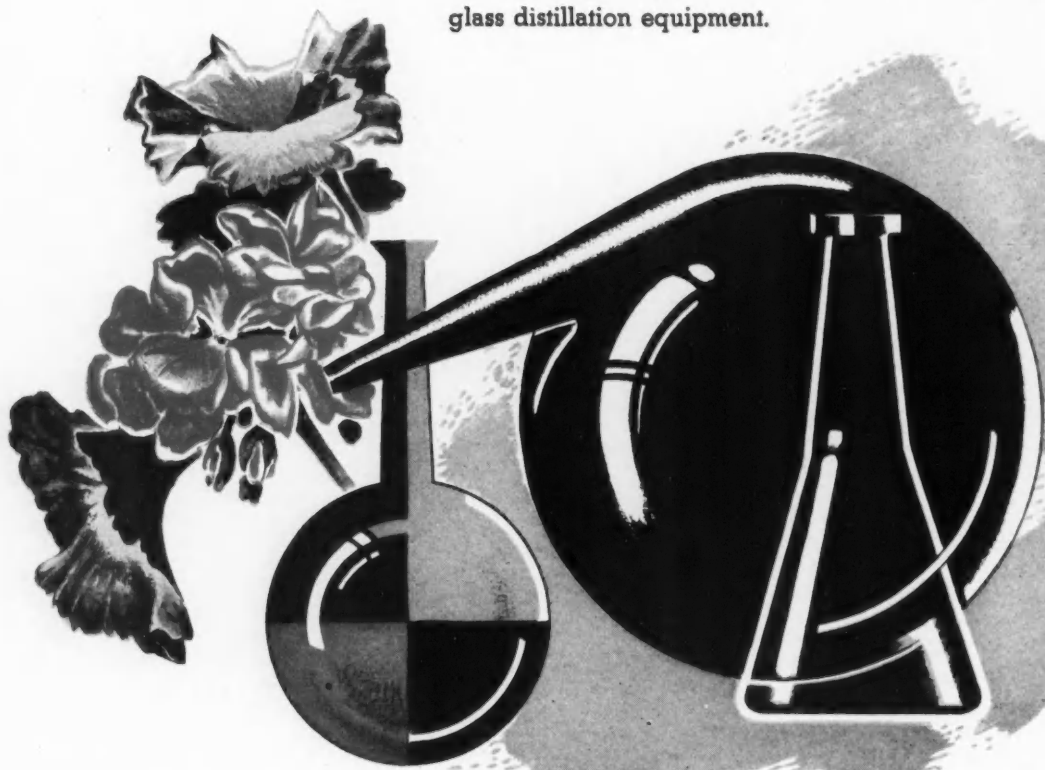
Many lines are much too complex. This makes it impossible for a merchant to fulfill his duty to both the public and to the manufacturer in carrying full lines. He simply hasn't the physical space to stock everything.

The suggestion was advanced that the 20 per cent excise tax be included in the sale price of the merchandise. After all, it is a pretty big bite to swallow when the book is large. Short of repeal or reduction of the tax, which is a bit on the wan side just now, it might not be a bad suggestion.

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RHODINOL FORMATE
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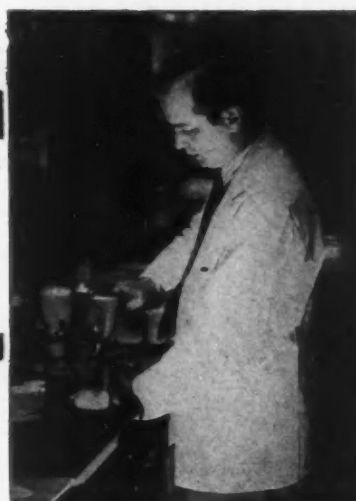
BRANCHES IN BOSTON • PHILADELPHIA • SAN FRANCISCO • LOS ANGELES • ST. LOUIS • CHICAGO • MONTREAL • TORONTO

520 June, 1948

The American Perfumer

Desiderata

by MAISON G. DENAVARRE



M. G. DeNavarre at work in his laboratory

SCIENTIFIC MEETINGS

Both the Society of Cosmetic Chemists and the Scientific Section of the Toilet Goods Association met in New York during the week of May 16. There was a lot of science being chawed by both groups but a few papers stand out to me.

At the TGA meeting, Brown gave a few gems of ideas about stearic acid that have ramifications in almost any kind of stearate derived from it, such as zinc stearate, the glyceryl or glycol stearates, sorbitol and mannitol stearates to mention a few. The ratio of stearic to palmitic in triple pressed stearic acid is roughly 40-60. Yet stearic acid of a type with as little as say 10 per cent palmitic and 90 per cent stearic is also available. Can't you imagine making a product derived from stearic acid of one type, later made from another type? Grief of manifold nature could befall you with the wrong type.

Another TGA paper on testing skin irritating properties of soap by Killian threw a lot of light on the inherent danger of soaps. Enough cases and tests were observed or checked to have rather interesting results. Killian's methods are as exact as they can be. All in all, the soda soaps he tested were pretty safe all the way around, particularly those made from higher fatty acids than C-14.

At the SCC the subject of hormone creams was quite thoroughly discussed by endocrinologist Dr. Morton, who really knew his stuff. Discussing the basic considerations of endocrine therapy, particularly referring to estrogens, Dr. Morton developed his thesis that estrogenic

creams do increase the water content of skin; the collagen bundles appear to be present in increased numbers too. This can be for good or bad. While insisting that the balance between estrogen and progesterone is fine and can possibly be upset by topical applications of estrogen, Dr. Morton agreed that there is no evidence in his hands at this time that proves this to be a fact. The cancer aspect was discussed briefly and dismissed with words to the effect that the potential was there, but no actual cases have ever been proved to result from estrogen creams in animals or man.

The other paper that interested me a lot was one by Hanaway on responsibility for product claims, either to consumer or to governmental agencies. One of the highlights of the paper was the question and answer period during which Mr. Hanaway developed methods for the use or abuse of laboratory data books . . . enough said on this! It was a swell point from the voice of experience.

SEQUESTERING AGENT

If you don't know it yet, a sequestering agent can tie up certain ions without otherwise affecting the solution as a whole. It applies to shampoo, detergents etc. One of the first was faintly acid in reaction, but all of the more recent ones are fairly alkaline, such as the pyrophosphates. One supplier of an alkaline sequestering agent now offers the acid version which has interesting possibilities.

INDUSTRY NEEDS

Some time ago, while reading

through a technical publication, I saw an article on the subject of things that industry needs. There was a lot of thinking in it. Herewith are a few of the needs mentioned.

A material that could be incorporated into soap thus making it effective in hard water.

A selective solvent for hair but not for skin. The article envisions its use in depilatories but you can readily see its use in hair waving preparations too.

A method, other than grease trap, for recovering emulsified greases from sewage.

A non-toxic solvent for flavors, other than alcohol. (*Propylene glycol fulfills this need in part, but its characteristic after taste is a drawback. Editor.*)

Preventing rancidity of flavors—retaining delicate flavors as in baked goods—retaining aroma of fresh baked bread in the bread.

All of us could add to this list of needs. But the outstanding thing about those above mentioned is that they were thought up by a banking group, so you can see how their thinking is running.

ENZYMES IN CREAMS

Almost ten years ago, this department carried a story about the use of pineapple juice in a hand lotion for example, and its softening and smoothing effect on the skin. With the knowledge that Bromelin is present in pineapple juice, this is no surprise, for Bromelin is a proteolytic enzyme. The idea was

YOUNG MODERNS

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YOUNG MODERNS, like millions of others, have been quick to adopt the convenient collapsible tube habit. Products ranging from Deodorants for men and for women, to Dental Creams, gain quick acceptance when packaged in these handy containers. Sturdy, compact, ideal for care-free packing in travelling bag or medicine chest. Manufacturers like their light weight for shipping economies, their sturdiness for cutting returned goods losses, and *New England's* exclusive "VINICOTE" Inner Coatings which permit packing products in Collapsible Tubes without danger of creep or reaction to tube metal. Fine uniform quality, and crisp, clean tube decoration are other important advantages in specifying "NEW ENGLAND" when you buy Collapsible Tubes. Discuss *your* tube packaging problems with one of our trained field men. Phone, or write, *now*.

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EXPORT DEPT: 500 FIFTH AVE., NEW YORK 18, CABLE "DENTIFRICE", NEW YORK

never picked up by any national manufacturer. In this day of large scale production of many enzymes, it is not foolish to say that the day of Enzyme Creams & Lotions may be around the corner.

DOPA

Now available is *dopa*, d-1-3, 4-dihydroxyphenylalanine, for studying the well known reaction of that name. It is an intermediate in the conversion of tyrosine into melanin by the enzyme tyrosinase. It is a pale yellow to white crystalline powder and can be had in research quantities.

FOR THE LABTY

Bumping is kit and parcel with any boiling operation. Now a new kind of *boiling stone* is available for preventing bumping in boiling liquids. The stones are porous and have sharp edges. Each stone produces a voluminous stream of fine bubbles which is particularly valuable in Kjeldahl determinations.

Another item that portends things to come is an "Odor Control Set," consisting of a dozen masking materials for use in determining the proper odor neutralizer in a given place.

COSMETIC CONCENTRATES

Competition reigns again. New ideas are coming up fast as the dickens. Now a supplier offers cosmetic concentrates of cold and cleansing cream; all-purpose and vanishing cream; hand lotion completes the present set.

The idea is a pretty good one. The batches are uniform it is reported, and especially suited for small scale manufacture or for export. Perfume houses will find it to their advantage to use each concentrates as needed rather than fool around with products that may or may not be up to snuff.

Materials used in the cold cream in particular are all USP. Stearic acid used is best triple pressed but not of official grade. The concentrates are offered by a reliable house.

WESTERN PLANT WANTED

An enquirer would like to contact anyone in the San Francisco or Los Angeles regions who has a small going cosmetic plant for sale. The plant should preferably be equipped to make a variety of products, but not necessarily so.

QUESTIONS AND ANSWERS

695. CREAMY LIPSTICK

Q: We would appreciate it very much if you would suggest a formula for a smooth, creamy lipstick.

M. J.—KANSAS

A: The formulas given in "The Chemistry and Manufacture of Cosmetics," Pages 378 through 381, are examples of lipstick formulations. Formula No. 217 produces a soft, creamy type of lipstick—

Stabilized Lard	28 parts
Ceresin 64 deg. C.	20 parts
Mineral Oil 95/100	15 parts
Beeswax	15 parts
Lanolin anh	5 parts
Carnauba Wax	5 parts
Lake Color	10 parts
Bromo Acid	2 parts
	100 parts

Melting point 48 deg. C.

696. HAIR COLOR RINSES

Q: We are interested in formulae for hair color rinses and would be glad to have information on the types of water soluble dyes suitable for this purpose, and the recommended proportions for use. We would also be glad to know of a suitable base in which to incorporate the color material, to be packed either as a powder, in envelopes, or in an aqueous solution in bottles.

C. C.—ENGLAND

A: Acid colors are used in hair color rinses. The carrier is usually tartaric acid for it is less hygroscopic than other dry acids. Succinic acid may also be used in a dry product. In some climates, citric acid may be used but it clumps badly. In liquids, lactic, phosphoric, or even acetic acid, alone or in combination, may be used. The acid dyes most commonly used are the following:—

FD&C Red #1, 2, 3 & 4
FD&C Yellow #5 & 6
FD&C Blue #1 & 2
D&C Violet #1
D&C Green #1
D&C Black #1
Ext. D&C Red #1
Ext. D&C Green #1

697. SHAVING CREAM

Q: I shall be exceedingly obliged if you will have the goodness to suggest me a formula for preparing a Liquid Lathering Shaving Cream

foaming abundantly and sold into bottle (instead of jars), with not large mouth, also a formula for making a good shampoo lathering, with Tri-Sodium phosphate as base and a bath crystal formula equally with Tri-Sodium phosphate base.

Could you please inform me if you approve the following formula for an astrigent powder for after shaving as well as for babies' dusting powder:—Starch & Acid Salicylique 1/100.

G. Z. S.—EGYPT

A: The following formula for shampoo will serve as a basis for experimenting:—

Oleic Acid	55 lbs.
Coconut Fatty Acids	40 lbs.
Triethanolamine	50 lbs.
Carbitol	55 lbs.

To make liquid shaving cream, replace part of the oleic acid with stearic acid to suit your consistency and need. Instead of using tri-sodium phosphate, use sodium tetrapyrophosphate. You may want to add some of this to your liquid shaving cream too. Bath crystals are best made with sodium sesquicarbonate. The crystals are used as is, suitably colored and perfumed. The formula you have given is not an astrigent powder for babies, nor is it desirable for after shaving. Straight talc, suitably perfumed, is excellent for after shaving. A small amount of zinc borate, about 10 per cent, will give some astrigent and antiseptic properties.

698. PURIFIED TALC

Q: We are interested in obtaining a light grade of purified talc USP that will add bulk to a pharmaceutical product and yet be suitable as a base for Zinc Undecylenate 20 per cent and Undecylenic Acid 2 per cent.

Can you direct us to a source for such a talc?

H. H.—NEW JERSEY

A: You should use an acid-washed talc preferably. The name of suppliers is sent to you under separate cover.

PROTECT

DRESS-UP

Suntan
CREME

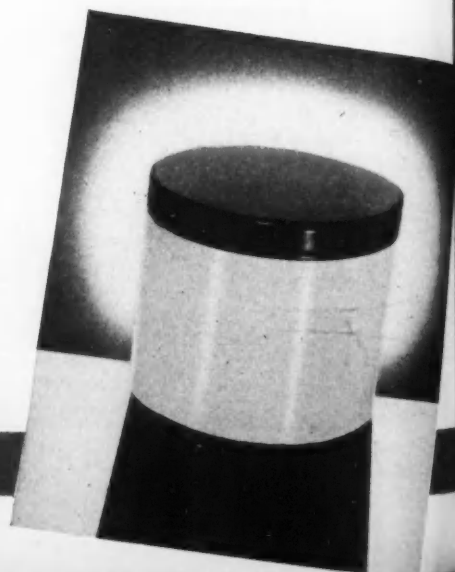
Shampoo

AND SELL

Hazel-Atlas closures offer effective physical and chemical protection. In all standard sizes, in rich solid colors or in multi-color designs, with lithographed sales message or product information, Hazel-Atlas closures build good will.

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Wheeling, W. Va.



World Trade in Cosmetics Urged



Charles A. Pennock
Newly elected president



Paul Douglas
Retiring president of TGA

ADDRESSING the Thirteenth Annual Convention of the Toilet Goods Association, held at the Waldorf-Astoria Hotel, New York, N.Y., on May 18, 19 and 20, Jacob Baker, economist of Econometric Institute, Inc., urged his listeners to intensify their efforts to promote the export sale of toilet goods to offset the decline of 4 to 5 per cent in volume which has occurred in domestic sales.

Charles A. Pennock, newly elected president of the Association, in expressing his views, stated that he sees no reason for alarm in a moderate decline in cosmetic sales. He stated that the industry has been growing so rapidly that a temporary leveling-off was to be expected. While sales in some classifications may suffer, this is offset by growth in others. The public has come to accept cosmetics not as luxuries but necessities.

Paul H. Douglas, president of the Association, reviewed the place of the toilet goods industry in our national economy in his report.

"Research is of tremendous importance. In fact, it is the development of new products that have recently been marketed that is today providing the stimulus that has prevented a drastic decline in the over-all volume of our industry.

"We cannot afford to overlook one very important fact. We should be showing an overall increase in volume. I base this on a large number of consumers, better educated than ever in the use and merits of our products. Individual incomes are at an all-time high, and government expenditures are increasing. New and highly successful products have appeared on the market. Every basic factor favorable to our industry exists today.

"But why do we not show the increase in volume which logically we should expect? I believe there are a number of contributing factors, no one of which could and should be held entirely responsible, but added together become very important. These can be summarized as follows: Too much complacency on the part of the retailer, and reliance by him to an excessive degree on the

manufacturer or distributor for promotional effort; a feeling on the part of the manufacturer that the lush years would last forever, with resultant undue complacency; a relaxing in the battle for constantly improved standards in ingredients, in finishing, in packaging and in energetic competition, and last but emphatically not least, an oppressive, inordinately high peacetime excise tax."

S. L. Mayham, executive vice-president, presented a report on the activities of Association Headquarters at the meeting.

"Over a period of many years, this association and its predecessors gave most of their attention to what might be loosely described as the legislative field.

"In more recent years, a greater and greater percentage of our time at conventions has been devoted to other subjects. Problems of distribution have come to the fore. Scientific activities bulk even larger in our consideration. Labor relations and how they should be handled are of growing importance. And public relations, although not a formal part of our agenda, increase in importance each year."

Mr. Mayham proceeded to outline the work done by the Association during the past year. He pointed out the progress of the Scientific group and its activities. Mr. Mayham included the following subjects in his outline on the Association's work: Legal activities involving revision of Pharmacy Laws, and a bill, apparently sponsored by beauty shop groups to prevent the sale of home permanent wave preparations; Bulletin services covering every subject of interest to members; Labor relations counsel which works out surveys of wage, hour and union relations in the industry and on phases of the new Taft-Hartley Act; Public relations committee to consider whether formal campaigns would be in order; Statistical service to urge members of the industry to cooperate with the efforts of the Census of Manufacturers so that meaningful statistics may be of real value in planning future business; Survey of cases brought under the Food, Drug & Cosmetic Act by the Federal Trade Commission involving cosmetics; Trade practices were considered by the Association last year to cooperate with the Federal Trade Commission in the Trade Practice Conference; Excise tax was the problem of the Association staff and attorneys in an effort to secure repeal or, at very least, modification of the 20 per cent retail tax on toilet preparations.

HUGO MOCK—REPORT OF COUNSEL

Hugo Mock presented his Report of Counsel. He viewed some of the problems of the industry, reporting harmony between the Food & Drug Administration and the toilet goods industry. He stated that persuasion by the industry to repeal excise taxes must be continuously applied. Mr. Mock reviewed the legislation which has



The busy registration desk photographed on the morning of the first day of the Thirteenth Anniversary Convention of the Toilet Goods Association.



Francois Goby and I. L. Ferris pause for a spirited conversation.

attempted to regulate commerce during the past sixty years. He reviewed the Robinson-Patman Act and discussed why the act has been so difficult to administer. Mr. Mock summed up with his praise of scientific meetings where chemists and manufacturers exchange ideas which tend to make better products, and his firm belief that the supremacy of the United States in the world cosmetic field is assured.

H. D. Goulden, director of scientific research and standards gave a resume of the work done by the group during the year.

The Board of Review studied the advertising copy submitted. The labels of many products were studied for correct classification of a product as well as copy.

The very active Scientific Advisory Committee developed standards for the raw materials used by this industry. These standards have been completed and distributed. Mr. Goulden attributed the marked success of the Scientific Section to the capable men who have been associated with it. Arrangements were made to undertake the problem of literary research with Dr. Howard W. Haggard, Director of the Laboratory of Applied Physiology of Yale University. Abstracts of literature on irritation induced by toilet preparations, including soaps will be made by the Research Committee. Mr. Goulden closed with his sincere thanks to Dr. Dan Dahle, chairman, Dr. Emil Klarmann, Dr. Everett McDonough, Dr. Mark Tapley and Dr. J H Wallace, Jr., who constitute the Research Committee.

L. C. SHOCKLEY—SALES IN CHAIN VARIETY STORES

Cosmetic and Toiletry Sales in Chain Variety Stores was discussed by L. C. Shockley, toilet goods buyer, McCrory Stores Corp. Mr. Shockley emphasized the sales opportunities which chain variety stores hold.

Mr. Shockley pointed out that "Today, Chain Variety Stores, for the most part, are scientifically located nearest the customers. They have standardized accounting methods and ample funds, thus insuring prompt payments of invoices. The physical appearances of a majority of their stores are up-to-date, in fact, their stores are often the most modern in a community. The individual store's employee pay scale is comparable to Department Store and other similar retail establishments, and they train

their sales clerks for greater service and courtesy. Chain Variety Stores have nearly mechanically perfect organizations in merchandising and promotion. Although this mechanical aspect of Chain Variety Stores is offset by the potential enterprise of the independent retailer, Variety Stores have over a period of 60 years established themselves firmly as a very important segment of the business economy in the United States.

J. BAKER—RETAIL COSMETIC SALES

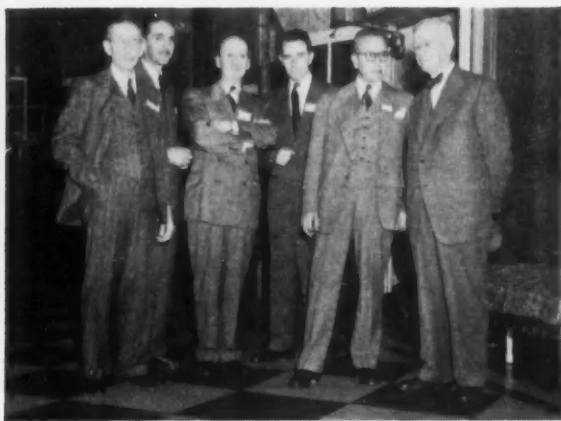
"The Present Outlook for Toilet Goods in Competition for the Consumer's Dollar," was the theme of the talk given by Jacob Baker of the Econometric Institute, Inc. Through the use of charts and tables Mr. Baker presented the relationship between retail sales of cosmetics and personal disposable incomes and the effects of factors other than incomes on retail cosmetic sales.

DR. H. HAGGARD—RESEARCH OF LITERATURE

Dr. Howard Haggard, Director, Laboratory of Applied Physiology, Yale University outlined his plan on a research program in the execution of which the Toilet Goods Association has asked his cooperation. The program has as its first objective the preparation of a critical review of the literature of some 1200 substances used in the industry. The literature will be reviewed to determine the extent of knowledge on these substances with particular references to their action on the skin, mucous membranes and eyes, and their general toxicity.

G. T. LIPSCOMB—WHOLESALE DRUG HOUSE

C. T. Lipscomb, Jr., of McKesson & Robbins, presented the place of the wholesale drug house in this industry. Mr. Lipscomb outlined the services of the wholesaler to the manufacturer. They included warehousing, delivering and billing merchandise. The wholesaler aids the promotional selling with active support of a manufacturer's sales and merchandising program. Mr. Lipscomb completed his talk with a program for better training of salesmen who receive a planned selling program from the wholesale drug house.



Ted Caro, C. Bryan, A. C. Burgund, J. H. Tunkey, and A. L. van Ameringen congratulate Martin Schultzes upon his speedy recovery from the recent illness which confined him for a prolonged rest period.

Max J. Knight, Merchandise Manager, Cosmetics, Walgren Drug Stores, presented to the manufacturers the problems of the merchants. In discussing the outlook for cosmetic sales in competition for the consumer's dollar, Mr. Knight first presented the manufacturer's outlook in competing for the merchant's dollar. He urged the simplification of cosmetic lines to reduce inventories, and suggested the study of the consumer's changing buying habits. Mr. Knight stated that a down-to-earth policy in planning, advertising and operation by the manufacturer will regain sight of the merchant's main objective—to obtain his share of the consumer's dollar.

The Charles S. Welch Memorial Award for outstanding packaging in the cosmetic industry for the year 1947 went to Charles of the Ritz. The winning package was "Gift Box for Made-to-Order Face Powder." Joseph Keho made the presentation to Richard Salomon.

In discussing the outlook for cosmetic sales in competition for the consumer's dollar, Leon Margolis, of Wm. Filene Sons Co., analyzed the subject from the department store point of view, and Zachary Druss of Druss-Roemer, Inc., from that of the independent druggist.

John P. Currie of Currie & Gherman talked on labor relations in the cosmetic industry.

ELECTION OF OFFICERS

The following officers were elected: President, Charles A. Pennock, Hudnut Sales Co., succeeding Paul Douglas, Bourjois, Inc.; vice-presidents, Norman F. Dahl, John A. Ewald, Davis Factor and H. J. Lehman; secretary, Joseph Keho; treasurer, Richard Stern. Newly elected directors are: A. C. Burgund, Gerard J. Danco, Jean Despres, Herbert H. Harris, Frank N. Langlois, Ralph Lewis and Martin Revson. S. L. Mayham continues as executive vice-president.

ABSTRACTS FROM SCIENTIFIC PAPERS

STRUCTURE AND SYNTHESSES IN PERFUME CHEMISTRY by Dr. Victor G. Fourman, President, Syntomatic Corp.

"In order to show how the methods of Organic Chemistry are used in the study and syntheses of aromatics of interest to the modern perfume chemist, the reactions



The Convention Committee consisting of E. D. Russell, P. E. Haebler, K. W. Tracy, J. B. Walker, L. M. Scovill, J. W. Thayer, A. R. Ludlow, Jr., Karl Voss and P. E. Forsman. Not shown is M. Lemmermeyer.

of Ionones were described. Examples of various researches in this field were given from the time that Tiemann and Kruger first synthesized Ionone until the recent synthesis of Irone.

The uses of the Ionones were discussed and a review of some of the work carried on at the Chamdler Laboratories of Columbia University under the direction of Professor Marston T. Bogert, was given. This research included the establishment of the true structure of Ionene, a hydrocarbon derived from the Ionones. Bogert and Fourman obtained Ionene from Ionone by a method of catalytic dehydration in which iodine was used as the catalytic agent. This method of dehydration had never been previously applied to compounds of the Ionone type. The view that Ionene is a hydrocarbon with a benzenoid configuration and not a terpene type, as Tiemann and Kruger had thought, was confirmed when Bogert and Fourman were able to sulfonate and to nitrate this substance. They had also carried out studies on the oxidation of the Ionene as well as on its nitro derivatives.

Later, Davidson and Apfelbaum, working in Professor Bogert's Laboratory, were successful in accomplishing the synthesis of Ionene, using meta-xylene as the starting material. This established the true nature of Ionene."

COMMERCIAL STEARIC ACIDS AND ORGANIC STEARATES by Robert F. Brown, Sales Service Supervisor, Emery Industries, Inc.

"Commercial 'Stearic Acid' was a reasonably well defined commodity in domestic commerce when the term referred only to the solid acids obtained by pressing (single, double, and triple) of tallow fatty acids. Today, however, the term is applied to solid fatty acids of widely different composition resulting from new and different methods of manufacture.

These variations in composition of commercial stearic acids naturally produce variations in the performance of organic stearates (stearic acid esters) prepared from them. In addition there are many other variables in the composition of stearic acid esters; such as, free fatty acid, free alcohol, and mono-ester contents.

Such variations in both classes of products warrant the users' most careful consideration with respect to:

1. Performance as a function of known composition.



Joseph Keho presenting a plaque representative of the Charles S. Welch Award to Richard Salomon representing Charles of the Ritz, winner.

2. Assured uniformity of composition from shipment to shipment.
3. Dollar value in finished product formulations."

TRENDS IN TOILET PREPARATIONS by E. C. Merrill, Rexall Drug Co.

"This paper deals with some of the trends created by new devices such as the electric razor. It covers some of the advances in toilet preparations created by new materials (numerous emulsifiers, cosmetic bases, higher alcohols, lanolin products, glycols, quarternary ammonium compounds and newer detergent bases such as the aryl alkyl sulfonates). It covers some of the broader trends in the field of packaging (tin, glass, paper, etc.). It discusses trends created by the habits of the consuming public, quoting excerpts of Crowell-Collier surveys entitled, "Men's Toiletries in Collier's Market" and "Shaving Habits of Collier's Readers."

It concludes with reference to the Program of Research inaugurated by The Toilet Goods Association and its future policy with respect to the accumulation of broad technical information on this subject."

COLORIMETRIC DETERMINATION OF SMALL QUANTITIES OF ACTIVE SULFUR BY A MODIFIED GUTZEIT PROCEDURE by Santy M. Croce, Coty Products Laboratories

"This method was developed in the Coty Laboratories for the quantitative detection of active sulfur compounds. It is especially useful in determining the concentration of tarnishing compounds present in wrapping materials for silver and other metals.

The mechanics of the method are similar to those of the Gutzeit Test for Arsenic, but the apparatus was modified slightly to eliminate certain sources of error.

In the presence of Zinc and Hydrochloric Acid, the Sulfides, Sulfites, and Thiosulfates will evolve Hydrogen Sulfide. This passes up through an absorption tube and reacts with a paper strip, sensitized with lead acetate solution, to produce a stain. The length of this stain is proportional to the concentration of sulfur in the generating flask. A concentration of one-millionth gram of sulfur will produce a definite readable stain, and slight

differences in concentrations of sulfur are readily detected."

NON-IONIC DETERGENTS by G. E. Barker, Central Research Laboratory, Atlas Powder Co.

"Detergents are a class of a broader group of materials generally designated as surface active agents. They derive their importance from their ability to modify the surface properties of water and other liquids.

The following are the most important of the factors involved in detergent action: (1) decreasing the interfacial tension between the surface and the detergent solution, (2) solubilizing soil in the detergent solution, (3) emulsifying and deflocculating the soil in the detergent solution, and (4) preventing the redeposition of the soil by the detergent solution.

Non-Ionics have unique properties of their own which are important in their evaluation, e.g., their compatibility with water of any hardness, their general non-irritating properties, and their decrease in solubility with increasing temperature. It has been found that non-ionic detergents increase greatly the detergency of various anionic detergents, and increase the solubility of the anionics at low temperatures and in hard water. Charts and graphs are presented to show these effects.

The non-ionic surface active agents are finding increased use in commercial laundering, dish and bottle washing, and compounding built and specialty detergents for such applications as home laundering, dry cleaning, skin cleansing, etc. The latter field is discussed in greater detail with emphasis on the application of non-ionics in skin cleansers, hand cleaners, and shampoos."

CONSISTENCY CHARACTERISTICS OF PETROLATUM by Martin Ganzler & Hans J. Miller, Chesebrough Mfg. Co., Cons'd.

"The great strides accomplished by the Toilet Goods Industry in offering to the consumer public highly developed and varied products is worthy of special mention. This enviable position could only have been achieved by constant investigation for knowledge and information about every ingredient.

Petrolatum or petroleum jelly is used in many preparations, such as cold cream, vanishing cream, nail cream, solid brilliantine and lipsticks. After the consumer has favorably reacted to the color and odor, the next reaction is to the consistency which is a measure of the degree of firmness. Because consistency in petroleum jelly is variable under different conditions, the characteristic is one of the least understood properties.

The authors have investigated the reasons for variable results when petroleum jelly is tested for physical properties. With the information obtained, Miller and Ganzler propose a test for determining the consistency of petrolatum.

The method is described in detail with all factors of technique taken into account.

The proposed method has been found reliable in testing for the uniformity of consistency in the manufacture of petroleum jelly for a period of four years."

METHODS OF TESTING IRRITANT PROPERTIES OF SOAPS UPON SKIN by John A. Killian, Ph.D. & M. Elizabeth Marsh, Ph.D., Killian Research Laboratory

"A prerequisite to all attempts to minimize the irritant effects and, at the same time, to maintain or enhance the detergent properties of soaps, is the development of one or more methods which, in the hands of competent and experienced observers, may be utilized to differentiate between the beneficial, stimulant actions and the adverse reactions of soaps upon skins of human subjects.

Several series of experimental studies, which have been carried out by the authors over a period of 10 years, have been directed to this objective.

Critical examinations of results of these investigations lead to the conclusion that no one procedure is adequate to meet the specifications stated above for all soap products. However, supplementation of one procedure, which is adaptable to large groups of subjects, chosen at random, by a second method which is practicable for only small numbers of selected subjects may provide sufficient information as a reliable basis for appraisal of local effects of a soap product upon human skin.

In this report, the authors discuss the optimum conditions of testing which have given significant results both from a practical and a mathematical standpoint.

Conditions of testing, which will be discussed, include (1) time of contact of the soap solution with skin, (2) concentrations of the soap in aqueous solutions, (3) areas of skin which are more or less sensitive to the local effects of soap solutions, (4) the necessity of observing actions of the soap solution on both relatively insensitive and sensitive areas of skin, and (5) the numbers of both tests and subjects requisite for significant results.

Also, the report will present experimental data demonstrating influences of both extrinsic and intrinsic factors upon the apparent irritant effects of soap solutions, e.g., (1) seasonal variations in responses of subjects' skins to the same soap solution, (2) the alkalinity of the soap solution, and (3) comparative irritant effects of different fatty acids."

BACTERIOSTASIS AND ITS APPLICATION TO TOILET-GOODS PRODUCTS by Arthur R. Cade, Ph.D., Research Laboratories, Givaudan-Delawanna, Inc.

"Although the term 'bacteriostasis' was very clearly defined in its original use by Churchman, back in 1912, it has not been employed since then very extensively until recently. During the past decade, however, it appears much in the literature as a replacement for the word 'antiseptic,' but its usage in this connection has been at times rather loose. Apparently this is due to the fact that many have used it strictly for replacement purposes and have not endeavored to follow the rules of clear definition so as to apply it in accordance with its true meaning.

As is familiar to many of you, the Food and Drug Administration, in their regulatory procedures maintain that, for certain purposes and uses, a product in order to be labeled 'antiseptic' must meet the test requirements of a germicide. Under other use conditions, however, the 'F.D.A.' permits the use of the word antiseptic when the product which it described is expected to exert only bacteriostatic properties. That is, growth-prevention is the permissible criterion, be it due to killing or bacteriostasis. Thus, in some cases, an antiseptic substance must kill all of the organisms which it contacts; while at other times killing is not essential, and inhibiting the growth suffices as the regulatory requirement.

This situation, therefore, has created certain confusion in the minds of some who do not have the distinction between these three forms of biological activity clearly in mind. Some have stated that the 'F.D.A.' has taken it upon themselves to change the established definitions, and to have made their own definitions to suit their specific needs or desires. This is really not the fact, however. The scientific definition of 'antiseptic' still remains acknowledged as such. However, for one to make use of it in labeling, the 'F.D.A.' requires that the product so labeled must meet the full or broad definition under some circumstances; while for other applications or uses, complying with the narrower and more limited meaning is considered satisfactory.

The purpose of this paper is basically to help clarify terminologies so that the word 'bacteriostasis' can be used more accurately, and thus perhaps more extensively in the future to denote a definite specific action.

As a brief definition of terms involved here we present:



One of the more significant developments of the three-day meeting of the Toilet Goods Association was the large turn-out for the Scientific Section session, held on the third day.

1. A germicide **KILLS**
2. A bacteriostatic substance **INHIBITS** growth
3. An antiseptic prevents growth, by either killing or inhibiting.

Thus, as indicated in the following schematic representation of these definitions,

<i>BACTERIOSTATIC Range</i>		
<i>(ANTISEPTIC Range)</i>		
	<i>GERMICIDAL Range</i>	
<i>INHIBITS</i>	<i>PREVENTS</i>	<i>KILLS</i>
	(by Inhibit or Kill)	

'antiseptic,' may be synonymous with 'germicide,' or it may not be.

Chart No. 2 as presented in the original paper shows graphically the correlations between the various growth curves representing respectively a theoretical bacteriostatic condition, a normal growth curve, germicidal action, antiseptic action, an intermediary situation, and a stimulation (as opposed to germicidal) curve.

From a practical standpoint when endeavoring to apply this theoretical information just discussed, one should first consider what result is expected of the product. Is it to serve merely:

(a) to prevent the formation of some undesirable physical or psychological condition in the product itself, such as off-odors, discoloration, etc.? That is, do you just want the product *preserved*?

(b) or is it the purpose at hand to compound the product so that should microorganisms come in contact with it, the environment shall be such that they cannot grow and will eventually die off? That is, is the purpose to make the product as near '*germ-free*' as possible?

(c) or is it the desire to use the product (cream, powder, oil, etc.) basically as a vehicle to carry some chemical ingredient onto the surface of the human skin, there to perform a prophylactic or curative action? That is, is it *antiseptic* action that is wanted?

If therapeutic claims for the product are not to be made, then a substance with high bacteriostatic potency against the organisms producing the undesired effects can be used to advantage. On the other hand, if the purpose is to set up a condition on the human skin such that most, but not necessarily all, of the bacteria present there are killed, allowing for Nature to complete the job, then an antiseptic substance will serve the purpose. This can be accomplished by either an inhibiting or a killing effect. Finally, where therapeutic claims are to be made for the product, and it is desired to call it 'germicidal,' then something which actually kills all the organisms involved in the particular pathological situation should be employed.

In conclusion, relative to one of the procedures as used for determining bacteriostasis activity, namely the 'F.D.A. Agar-Cup' test, we wish to state that, in our opinion, contrary to what some others claim, the efficacy of a product so tested is not necessarily in proportion to the zone size produced. In many cases just the reverse is likely to be true. That is, the smaller the zone beyond a certain desired minimum of 2-3 mm. from the edge of the cup or material placed on the seeded agar surface, the better the practical effectiveness of the product. This claim is based upon the assumption, proved to some degree by actual experimental evidence, that when the zone size is large, the diffusion of the active ingredient out into

the surrounding area takes it away from the local area where the desired effect is wanted, and may make its concentration there such that when new organisms contact that local area they will be able to grow and produce their harmful effects.

In this same connection, we wish to emphasize the fact that the zone size by itself is not a definite criterion as to the efficacy of a product when the latter is in actual use on the human skin or mucous membrane, since other factors affecting the solubility, diffusibility, surface-tension, etc. may be present which will have an influence on the final results produced. Additional practical tests should also be made in order to determine all of the essential facts."

CONSTITUTION AND SYNTHESIS OF IRONE—
A SUMMARY by Dr. L. Ruzicka, adapted and read by A. T. Frascati, Technical Director, Firmenich & Co.

"A summary of a lecture given by Dr. L. Ruzicka before the Société de Chimie Industrielle of Paris last April 20th on the subject of the Constitution and Synthesis of Irone was presented to the Scientific Section of the Toilet Goods Association at the Waldorf-Astoria Hotel by A. T. Frascati, Technical Director of Firmenich & Co., New York. Dr. Ruzicka described the many efforts made since 1890 to determine the chemical nature of this important perfumery material and to find a method of synthesizing it that would make it commercially practical. He himself, together with many other renowned chemists and particularly the scientific staff of Firmenich & Co. of Geneva, Switzerland, struggled with this problem for nearly 30 years. The search had long ago led to the discovery of ionones by Tiemann and Kruger, which contributed a great deal to the development of the perfumery industry as we know it today.

Irone was even more desired because it is not only the odor principle of Florentine Orris-root but has, at the same time, a strong resemblance to the perfume of violet flowers. It is moreover sweeter and more delicate than the ionones. The paper outlined the laborious progress made step by step in uncovering its secret and described the experiments that finally brought success to these researchers. Samples of the irone recently synthesized in the laboratories of Firmenich & Co., in Switzerland, were shown to the audience during the reading."

SCIENTIFIC SECTION OF TGA

Louis B. Dobie was succeeded as chairman of the Scientific Section of the Toilet Goods Association by Dr. Everett G. McDonough.



E. G. McDonough
Chairman



Edward Morrish
Vice-chairman



H. D. Goulden
Secretary

S. C. C. Meeting Well Attended

OVER 160 members and guests registered at the semi-annual meeting of the Society of Cosmetic Chemists held in the Music Room of the Biltmore Hotel, New York, N.Y., May 19.

ABSTRACTS OF SCIENTIFIC PAPERS

Papers presented are abstracted as follows:

THE USES AND ABUSES OF HORMONE CREAMS by Joseph H. Morton, M.D.

Estrogen stimulates epithelial proliferation and the retention of intercellular fluid. With decreasing estrogen secretion, atrophic changes take place. In the skin these changes are characterized clinically by dryness, wrinkling, and a loss of elasticity. These effects of ageing may be retarded by the topical application of estrogen which tends to erase premature wrinkles and restores a softer, smoother appearance to the fading skin.

When estrogen secretion is high, however, as in the premenstrual phase or during pregnancy, increased cellular growth and retention of tissue fluid occurs. If a relative excess of estrogen occurs, due to inadequate luteal activity or liver disfunction, an estrogen-progesterone imbalance results. This imbalance may produce pathologic states such as chronic cystic mastitis, premenstrual tension, sterility due to this ovarian hormone imbalance, certain menstrual anomalies, and may be a

factor in cancer of the breast. Similar changes can be induced by the parenteral administration of estrogen. These undesirable sequelae of uncontrolled estrogenic stimulation, plus evidence that the estrogen content in these localized areas is increased, decries the indiscriminate use of estrogenic hormone creams.

Local inunction with estrogenic ointment was found to be of some value in selected cases of menopausal and post-menopausal women. In these cases improvement of the treated skin was noted. A few cases of hypomastia associated with primary hypogonadism responded to topical applications of estrogen cream with increased mammary growth. Response was more rapid if both estrogen and progesterone were applied. In cases of acne the topical application of estrogen produced questionable results. In senile vaginitis and associated pruritis and kraurosis vulvae, and in former treatment of infantile vaginitis, the local use of estrogen has been attended by definite success.

YOUR SHARE OF THE RESPONSIBILITY FOR PRODUCT CLAIMS by William L. Hanaway, Esq.

In this presentation, the author summarizes his experiences over a period of many years in the adjustment of differences between agencies of the Federal Government, on the one hand, and, on the other, manufacturers



Moody L. Crowder, J. Gerald Kakehashi, Dr. W. A. Taylor, Dr. J. Wetterhahn and
Maison G. deNavarre relax and enjoy themselves.



Dr. T. H. Rider and G. Fuller are regular
attendants of S.C.C. meetings.

and advertisers. Decisions of Federal Courts and rulings of the Federal Trade Commission are cited and reviewed in order to illustrate policies and attitudes of the Food and Drug Administration and of the Federal Trade Commission in reference to claims included either in labeling or in advertising.

The author calls upon his experiences and these illustrative cases in defining the responsibility of the cosmetic chemist for product claims.

Product claims must be founded upon incontrovertible facts which have been accumulated by recognized scientific procedures.

The manufacturer or the advertising agency may dress up these facts in a verbal "new look" to give them the maximum sales appeal. However, both the manufacturer and the advertising agency, and, of course, their legal advisers must depend upon the cosmetic chemist to see to it that puffery, within a reasonable latitude, has not misrepresented the findings which have been obtained for the product by either competent analysts or experimentalists.

Further, the author stresses the paramount necessity of the maintenance of complete and properly documented laboratory records so that they will have indisputable, evidential value. These records should be complete in themselves; they should leave nothing either to the chemist's memory or to the reader's imagination.

THE CORRECT SCENTING OF COSMETICS by A. L. van Ameringen

A discussion starting at the point where either the cosmetic manufacturer's perfumer or supplier submits a scent to be used in his cosmetic, pointing out some factors of importance in order to arrive at an intelligent choice.

The first question discussed was: Does the cosmetic form part of the complete make-up, and if so, how does it affect the choice of scent to be used? If the cosmetic is a

cleansing or corrective preparation, entirely different factors have to be considered in order to give the consumer utmost satisfaction.

What type odors are most desirable if a cosmetic is marketed in more than one scent, and finally, what is the relationship of selling price to odor value?

SEARCHING FOR BEAUTY IN THE LIBRARY by Florence E. Wall, Consultant, New York

The study of cosmetics cannot be dissociated from the use of them in beauty culture (cosmetology). Beyond the making of cosmetic preparations, therefore, it should include cosmetic and hygienic care of the skin and hair; massage and physical treatment of the face and the well body, with emphasis on improved appearance and preventive rather than therapeutic care; and the arts of hairdressing and make-up.

The searcher for information on the historical background of beauty culture starts with literary sources that are common also to medicine, pharmacy, and perfumery. A fairly good continuity can be established through a long early medical period, which was followed by a period of disintegration, a medical revival, and the beginnings of an industry in the hands of self-appointed lay authorities, before it was adopted by scientists and brought to its present position as a recognized branch of technology and industrial education.

Related information is found in many fields: anthropology, ethnology, archeology, physiognomy, and the history of art. The serious student of all this lore—and especially the bibliophile—must guard against wandering too far afield into dermatology, pharmacology, and the related branches of science. The line of demarcation should be set at whatever affects the appearance, and the scientific and artistic care of only the well body.

METHODS OF TESTING A GERMICIDE INCORPORATED IN SOAP by Eugene F. Traub, M.D.



E. F. Traub, Frank V. McGirr, Walter Wynne, Dr. A. R. Cade, and Dr. Otto Sobell discuss subjects covered during the meeting.



Ivar Malmstrom, H. Blodgett, F. R. Haigh, Hans Wagner and J. C. Pickard participate in a lively conversation before luncheon.



Dr. Emil G. Klarmann enlarges on a point during a floor discussion in the question and answer period following one of the talks delivered at the Spring Meeting of the Society of Cosmetic Chemists.

After *in vitro* studies had been successful, our first step was to do a large series of patch tests with the new material to determine, if possible, whether it would prove to be a skin sensitizer. Then washing experiments were undertaken using a modified Price technique. Striking results were obtained in reducing and maintaining low bacterial counts on the skin surface as a result of the regular daily and exclusive use of this new synthetic phenol incorporated in ordinary toilet soap. Experiments were done to show that the preparation did not form a film which would retain a large number of live bacteria beneath it and also to show that the remarkably lowered resident flora following the use of the product in soap had not resulted from bacteriostasis but from the actual killing of the organisms. It was also shown that the soap with the new antiseptic added when used exclusively was an efficient agent in reducing the number of both pathogenic and nonpathogenic organisms found on the human skin.

THE ACTIVE (DRUG) INGREDIENTS IN COSMETIC PRODUCTS by Herman Sharlit, M.D.

Cosmetic drugs are defined in terms of the Federal Food, Drug and Cosmetic Act of 1938. The relationship of the medical profession to the cosmetic industry, via this legislation, is discussed.

A complete history of the estrogenic cosmetic creams is presented, including their impact upon both the medical profession and the public. The author discusses the pharmacological effects of these products and expresses his conviction of their values.

Another type of cosmetic drugs is introduced, Ozonides. The report includes an exposition of their chemical characteristics and a discussion of their effects upon skin.

THE APPLICATION OF RADIOACTIVE TRACERS TO RESEARCH IN DERMATOLOGY by Richard K. Thoms

Radioactive tracers are isotopes containing unstable nuclei which undergo transformations to stable forms. During this process radiations are emitted which may be detected on the Geiger-Müller counter. Since the nature or quantity of these radiations is not changed by chemi-

cal or physical conditions, they may be utilized for a quantitative assay of chemical compounds or biological materials containing such isotopes.

Animal organisms cannot distinguish between radioactive and stable isotopes. For this reason radioactive isotopes undergo all the biochemical reactions of the animal body just as their stable naturally occurring counterparts and may be used to determine chemical entities produced in or administered to an animal.

To date one would assume from the literature that the biochemist had a monopoly on the biological applications of radioactive tracers but there are uses for this tool in dermatological research. They may be used to study the efficiency and effect of soaps and detergents on the skin. Thoms, Edwards, and Christian of the Purdue University School of Pharmacy made a study of the residues of a series of sodium alkyl sulfates remaining on the skin after their use as skin detergents. A correlation was established between the amounts of the compounds remaining on the skin and their structure. Gamma quantities of these sulfates containing carbon chains similar to those naturally occurring in the skin were determined with a standard error of not more than 10 per cent.

TECHNOLOGICAL ASPECTS OF LANOLIN by Ivar W. Malmstrom, B.S.

One of the synonyms for lanolin is wool fat. Chemically, lanolin is not a fat but a wax. It is essentially an ester of high molecular weight sterols combined with straight chain fatty acids. There are no glycerides present.

Lanolin is refined from wool grease by purification, neutralization of the free fatty acids, bleaching and deodorizing. The wool grease is recovered from raw wool by three methods, namely, solvent extraction, centrifugal separation, and acid-cracking.

Samples of lanolin, manufactured from each of the above methods of recovery, emulsified with 3.7 to 5.6 times its weight of water. The free cholesterol content varied from 0.14 per cent to 0.55 per cent. The total cholesterol content varied from 9.07 per cent to 17.60 per cent. Conclusions drawn are that the free cholesterol or combined cholesterol present in lanolin have no effect on the amount of water absorbed in a water-in-oil lanolin emulsion.

JEAN MOWAT

Cosmetic Trends in the Mid-West

COSMETIC business in the Mid-West is going through a transition and a new form of competitive selling. When the sales were merely hand-outs across the counter profits waxed high, tax or not, but today the store has inter-competition which is making the going tough.

SALES SLOW UP SELLING

In such cities as Cincinnati, St. Louis, Minneapolis, Omaha, Detroit, Kansas City and Chicago there is one refrain: "Sales are putting us out of business." When amplified, this becomes a fact that is slowing up all selling, reducing promotions and advertising. The buyer refuses to spend any of the income to advance a new idea because of the half price sales and the deals which buyers must take if they continue to carry the line.

Many types of strikes have been called since the shooting war ended but manufacturers who continue to persist in offering half price sales (enjoyed and relished by Mrs. Consumer and her family) are (1) cutting in on their own profits and (2) stopping the sale of competitive brands in that same general classification as well as reducing theirs for six months.

The slowing up of sales in similar lines of cleansing creams, deodorants, astringents, tissue builders, has become so marked during the past six weeks that buyers are greatly concerned over the outcome. Women have taken advantage of sales at half price. The reduction of \$1 or even \$1.50 from the regular price does not spur sales but a half price will move the goods in fair volume.

DISCOUNTS ON LEADING LINES

Every leading line has offered one or more items at a discount this year, and with more or less fair success, both to the producer and the store, but new business has rarely been developed. Women are skeptical about buying cosmetics of which they know nothing even at half price. Branded and well tested lines move and much of it is mail or telephone business. No store likes to have

local selling handled in this manner for it means that a woman does not see other items that tempt her to purchase. This is always important in any store's presentation, and definitely so for a second cosmetic sale.

Because of the inclement weather throughout this region, both the Great Lakes and the flooded areas, some wise-acres have commented that business is just in a lull. That's partly true except the anticipated big selling of fine perfumes and colognes for Mother's Day gifts was only a slow movement of bargains. The highest priced perfume was \$25 and there was more business done of drams from \$1.25 to \$5 than of the fancy bottles and gay packages. Father's Day business has never been too important and less is expected of it this year, although June is the biggest month in the year assert buyers.

VALUE AT BARGAIN PRICES

In cosmetics, regardless of whether it is dusting powder or night oil, value must be offered even at a bargain price. If this sounds like a discouraging report, take heart. Staples are moving in larger volume than in many months. Replenishment of tooth paste, hair dyes, and shampoos of both lotion, salve and cream types, are moving with unusual success, and all types of treatments for the hair (dry or oily) are enjoying good sale.

Soap has moved up into better selling brackets and better types are selected. They are offered in good display and without special prices. Bath items such as salts are good in daily sale, and the better essences and oils are also moving in better than expected volume, when compared with the general line of perfumes, colognes and treatment offerings.

DEALS AFFECT SALES

In Cincinnati, the comment was made by one leading buyer that as soon as sales are offered, similar items in other lines fall off. Take the sale of a well known wind lotion which is a January special and that of a more recent one on deodorants. We had customers order a dozen bottles of lotion and a dozen of the deodorant taking advantage of the half price. The same thing happened with some of the well known brands, which normally hold to their price line but are now offering deals and we have to accept these. We show a sharp upturn in certain items and slow movement in many more, "with results under 1947 at this time."

In such cities as Kansas City, Detroit and Chicago it is stated that "pink by any other name would still be pink." While there were original sales made, only a few stores in these or other cities report much repeat business. Cincinnati and St. Louis find that a ripe, rich rose has definitely displaced the early pink, and the latter is a tint being offered on back or bargain counters now.

The idea that Mandel Brothers, Chicago, put into operation some three months ago of having a counter, some distance from but adjacent to, the regular cosmetic displays, where only sale goods are offered has served to maintain this store at a good volume of trade. Other stores in this center, in the Twin Cities and in Des Moines offer specials as leaders on main traffic aisles. Sales are made but not in either the volume of previous years nor in the same quantities, *except* where half price is offered on a nationally known branded line. The difference pays both state and federal taxes which are still

considered responsible for slow sales today.

Since cosmetic sections added permanents, which chain stores reported as leading in sales two years ago, there has been more impetus in such presentations and also more sales on allied hair items. Mention has been made of the success of hair item selling but two types stand first, a cream, nationally featured and a new lotion which is reported to have had more than one million spent to perfect the formula and another will be spent, according to the grape vine in that city, to promote it to first place in all shampoo sales.

FEWER NATIONAL ADVERTISED BRANDS

Looking into the future, buyers have definitely decided (front office information) that they will shorten the number of national advertised brands. Those included will be based on the best selling items. These lines will vary from city to city, for in some, oily types of both shampoo and treatment lines will be demanded; other sections will use other forms of such items best suited to its climate.

Dram shops will grow in importance. Expensive bottles will be offered as collector's items but not necessarily sold filled with perfume. Most women purchase the fragrance rather than the bottle as sales checks now prove. There will always be a demand for the fine package but more stores plan to do their own packaging which is always a part of their fine service. Fine bottles of perfumes, double strength colognes will be found in the specialty shops but the smart department and apparel stores will make their dram counter pay the over-head for the department.

There will be more ensemble presentation as perfume, bath oils, toilet water or cologne and dusting powder in the same fragrance. Many of these will be grouped together, regardless of make, to insure the customer shopping with more ease and assurance of quality. Not in 10 years have *quality* and *value* been such important words in cosmetics but both are back and continually on the lips of consumers who are diligent shoppers for the best that can be had for their dollar. The half price sales on quality merchandise have given them a saving on taxes.

More promotion on colognes for Summer use is needed. An occasional hot day and there is a rush for these and few have been offered at any cut prices. The few that have been reduced in price are featured to reduce stock for new packages. Women accept this explanation and purchase. A week of hot weather (80 and up) throughout the bread-basket section spurred these sales without benefit of advertising.

Not much has been featured in the non-allergic creams, powders and lipsticks although the food stores that cater to eating faddists have always done a "sweet" business in these lines. Recently Marshall Field & Co., Chicago, announced the addition of two lines that fill this need. Nail polish is included as well as shampoos and the treatment items. It will be interesting to watch the results in such a store for the food stores report that their sales have been substantial. Several small manufacturers have lines in these places and enjoy an excellent sale, but a demonstrator can always double the normal day's receipts.

All major stores plan to stress national lines and stock these, in the best selling items, rather than promote any



"Open it—it's our cosmetic line in a nutshell!"

of their own brands. These are being dropped, although a few stores have such a steady sale on certain items that they will be continued merely as a service to their customers who purchase these items by the pound.

"If you think business is as good as a year ago, that's baloney," said a buyer in St. Louis. "We had a special clearance of lipsticks at 2 for \$1 (regular \$1 and \$1.50 stock) and in a week thousands were sold. Women commented this was all a stick was worth, so they did purchase liberally."

The long lipstick that got off to an excellent start has made a successful trial run, the repeats are not yet being made. Before these are listed competition will step in. There is interest in the consumer reaction to a lipstick which has a different color at each end. It is expected to be a whizz in promotional selling.

NOTE TO PERFUMERS

Now that the makers have perfume in a handy purse size container, buyers would like a similar idea in cologne for the hot muggy days. NOTE TO PERFUME MAKERS: You are losing valuable business because women claim your fragrance does not hold, has vanished, after a short airtrip. How about an innerseal to prevent this? Women are switching about from one brand to another and are thoroughly disgruntled with the various perfumes and colognes because "these are no good after one trip in the air." Tests have proved this is so. Airline saleswomen advise women to carry only solid cologne—a good plug for your competitor.

Essential-Oil Exports, France

Declared exports of essential oils from the Marseille Consular District, France, to the United States during November 1947 were valued at \$238, compared with \$10,380 in the corresponding month of 1946. The comparable figure in 1938 was \$24,848.

Book Reviews

THE PRACTICAL BREWER by E. H. Vogel, F. H. Schwaiger, H. G. Leonhardt and J. A. Merten. 228 pages, illustrated and indexed. Master Brewers Association of America, 1946.

This is a book on practical methods used in the brewing industry. It starts with a discussion of water, its sources and effects on brewing.

The following chapters, fourteen in all, cover barley, malting, hops, brewhouse, coloring of wort, main fermentation, stockhouse procedure, bottling and racking methods, sanitation and safety, instruments used in brewing control, history of brewing in the U.S., terminology and finally, dispensing.

The handling of the material is unusual. First there is a discussion of the subject, followed by questions and answers relating to the material discussed earlier.

This reviewer can find but one fault with the book and that is the size of equipment described. In most cases reference is made to truly large scale equipment, while one wonders if it might not be appropriate to build up to a large scale equipment after a discussion of smaller equipment. But then, in brewing, one is dealing with large volumes and it is possible that this comment is out of place.

The authors have used a lot of illustrations to describe the text, a noteworthy help.

Procedures in handling bottles, hops, malt filling, filtering and the like will have application in bottling and manufacture of any kind of beverage. The book is recommended to all those who have these interests.—M. G. deN.

MODERN COSMETICOLOGY by Ralph G. Harry. Illustrated and indexed, 6 x 9 inches. Chemical Publishing Co., Inc., 1947, price \$12.00.

This is the third revised edition, not to be confused with current British editions of the same name. The author has come a long way since the publication of the first edition of this title. Many of the errors found in the 1939 and later edition have been corrected. The entire volume is better reading and a greater asset to the cosmetic literature than the author's previous attempts.

By its very title, the author implies something more than a discussion of cosmetics and the means by which they may be made. This promise has been fulfilled. For probably nowhere in the literature of dermatology of healthy skin will one find such a wealth of information on the epidermis and how cosmetics can affect it. Some may say the author has a dermatologic avocation to the extent of seducing his attention to the true subject under discussion—cosmetics. But it is fortunate that each of the authors of books on cosmetics attacks the problem from a different slant. In that way the entire subject is covered.

This reviewer takes issue with the statement on page *xiii* that "the skin cannot be fed by external means." It may be an opinion, but it is not a proven fact.

Another questionable statement is that on page 65 in which the author states that diglycol stearate (a brand name) is *non-toxic* and *edible*.

In the discussion of vitamin "F," the author develops the theme that this *may be a vitamin*, quoting a number of references. However, F. T. C.'s and deNavarre's published references to the effect there is no such substance, must have been lost in the author's eagerness to prove his point. The author is too wise in the ways of the industry to accept without question any supplier's claims about his own product.

It is a moot point, but it would be more helpful if sunscreens were mentioned by name, for the phrase "sunscreens 5 per cent" on page 154 is misleading; with isobutyl paraaminobenzoate it would be too much, yet with menthyl salicylate, it would be too little.

In the light of *present* knowledge, a deodorant stick with 40 per cent sodium perborate or a deodorant cream with methenamine (hexamine) is not a generally safe recommendation, though earlier books by other authors mention it. On page 170, is the author confusing calcium sulfide with calcium sulfhydrate? One questions the safety of including carbon tetrachloride in a hair tonic when pharmacologists know how little of it is needed to produce toxic symptoms.

The chapter on the analysis of cosmetics is a step in the right direction, though even the author admits of its inadequacy. Most of it is a digest of methods published by members of the F.D.A. in the J. Assoc. Off. Agr. Chem.

It has been the reviewer's earlier opinion that the author would do well to separate his subject even though it is closely related. By doing so, he could enlarge on the dermatological aspects of cosmetics in the one volume, and then concentrate on cosmetics in the other. As it is, the cosmetic section is weak in comparison to the dermatological discussions.

The manuscript was written during the thick of the "blitz." How many of us could do as well? Writing requires strict attention and deep thinking. How many times did Mr. Harry lose a good thought on his way to the A.R.P. depot for duty? Countless times, no doubt.

The outstanding thing about this book is the color plates of numerous microscopic slides taken from the author's collection. The black and white tracings facing each microphotograph are a thoughtful aid to the reader. The author is to be congratulated for the effort and the publisher for his willingness to spend the additional money to produce these plates.

One may take issue with some of the new ideas suggested by the author, but one cannot argue with the fact that all progress starts with a questionable point. The book reflects to a certain extent British cosmetic tastes, but there is nothing wrong with that. This reviewer has found no errors of printing, a feather in the author's hat. The book is well printed and bound. It is overpriced in comparison to other books on the same subject—but the author has no control over his publisher on this matter.—M. G. deN.

PRACTICAL EMULSIONS by H. Bennett, 568 pages, illustrated and indexed, Chemical Publishing Co., Inc., 1947, price \$8.50.

This is a second edition, revised and containing a symposium on emulsifying agents and emulsions.

The author has put under one cover what he claims to be "The art of making and applying emulsions." And

he has achieved his goal, for there is much *practical* information on emulsions in this book, though a lot of it apparently is repeated from various volumes of "The Chemical Formulary."

Experienced industry technicians have written manuscript on their respective specialty, these being placed in one section called a symposium. Apparently no attempt has been made to determine the worth of a particular formula, since quite a few are of questionable stability or appearance, particularly insofar as cosmetics are concerned.

One finds the same fault with this volume as with so many other books carrying the same author's name and that is, materials supplied by the author's company are mentioned far oftener than competitive products, when competitive products are mentioned. This tends to make the book a piece of advertising and as a result its value is greatly impaired.

Several new sections are added such as those on the use of soap. [Surface active germicides lecithin, and pectin as emulsifying agents.] An industrial emulsion section is likewise a new addition.

This book has a real reason for its existence, and the reason is given in its title. But the author would do well to forget his own commercial affiliations in writing the next revision, in fact he should be careful not to mention his own products as often as he mentions those of competitors. At best the giving of trade names in a book is a mammoth job of juggling, and it is the bigger job if the author is affiliated with a company supplying the products described in the book he is writing.—*M. G. de N.*

REAGENT CHEMICALS & STANDARDS, Rosin Joseph. 542 pages, indexed, 6 x 9 inches. D. Van Nostrand Co., 1946, price \$7.50.

Many will remember the first edition of this useful work published in 1937. This reviewer's copy shows many signs of wear due to constant usage in the laboratory. The only difference between the first and second edition is that there are about a hundred or so new substances included and a few of the unused compounds have no doubt been dropped.

The book stresses the quantitative or "assay" feature throughout. New Reagents and methods of standardizing them are given.

Each chemical monograph starts out with a name, chemical formula, percent each element or group present, followed by a statement of maximum impurities. The assay and pH follow. Always included is the test for chloride, nitrate, sulfate, alkali salts, arsenic and heavy metals, iron etc. Each chemical must also respond to special tests for impurities.

For testing the purity of chemical compounds, this book is indeed a great help. It sets standards for purity, and tells you how to determine if the material meets the standard.

In this reviewer's opinion, it is a must for any analytical laboratory where materials are tested. The methods are up to date, well tested for practicality and thoroughly reliable. The author is to be congratulated for bringing out this revision. It is hoped that further revisions including still more commercial chemicals will be available in the not too distant future.—*M. G. de N.*

PRINCIPLES OF COLOR & COLOR MIXING by J. H. Bustanoby. 131 pages, illustrated and indexed, 7½ x 11 inches. McGraw Hill Book Co., 1947, price \$4.50.

This is an interesting contribution on the controversial subject of color, written by a consultant who has devised his own system of notation.

With the aid of eleven color plates, the author unfolds his thesis with great clarity. Plate 9 for example shows clearly what happens if the three primary colors are mixed as by projection on a screen. The same phenomenon obtained by painting colored pigments on paper produces a different effect.

Numerous formulas for standard and popular colors are listed on pages 30 through 87. Few if any of these are applicable to cosmetics because they do not use certified colors. Nevertheless, the principle is well explained.

A dictionary of color terms is most useful, though one does not find the word "bleeding" as applied to color, mentioned.

This is one of the most useful, clearly written texts on the subject of color in general. It is easy to follow and understand. It describes the theory and shows the application. It is a book for which you will find considerable use on your library shelf.—*M. G. de N.*

THE CHEMISTRY OF LEATHER MANUFACTURE by George D. McLaughlin and Edwin R. Theis, 800 pages, illustrated and indexed, 6 x 9 inches, Reinhold Publishing Co., 1945, price \$10.00.

This tome is intended to be a continuation of two earlier volumes by J. A. Wilson, pioneer leather scientist.

The authors have combined the scientific and patent literature well. They are well posted on their subject and handle it orderly and with conviction. Not only the histology of the skin and its components are considered, but also the effect of various ingredients such as are used in leather tanning.

The graphs on pages 308, 309 and 310 give the impression of being upside down. The arrangement might have been better.

The theories of oxolation as applied to aluminum and chromium salts are discussed and results on hides are interpreted in this modern light.

Of particular interest to the cosmetic industry are the chapters on histology, composition and chemical structure of skin, combinations of proteins with acids, bases, salts and heavy metals; shrinkage temperature of collagen; curing; soaking; liming and depilation; alum tanning and syntans. The use of mercaptans by Windus and Turley dating to 1937 is described along with the effect of metallic sulfides on depilation.

The study of the action of acidity, aluminum salts and other heavy metallic salts has ramifications in antiperspirant work. Phrases such as "aluminum chloride causes swelling in dilute solution, but dehydration in more concentrated solutions" and "the maximum swelling of skin in a sulfuric acid solution is considerably less than with hydrochloric acid" or "addition of neutral salts to aluminum sulfate pickle tended to cause a greater absorption of Al_2O_3 than SO_3 " will make anyone interested in antiperspirants send for this book immediately.

—*M. G. de N.*

Packaging

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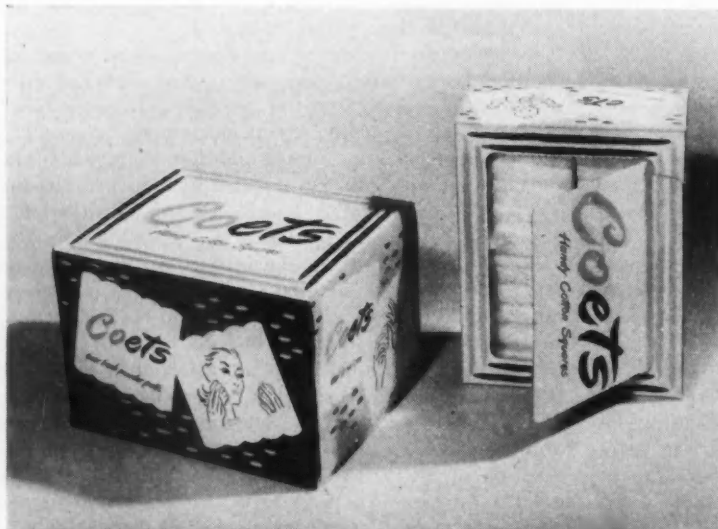


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ANGELIQUE: Angelique presents Black Satin Midsummer Cologne in a frosted bottle with a solid glass stopper. The printing is black, snow topped. The box is a cool blue and silver.

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PERSONAL PRODUCTS



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D'ORSAY: Divine perfume is packaged by D'Orsay in a spiraled flacon, enthroned on a black dais bordered with looped gold braid. The sky blue cover slips down over the perfume bottle.



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HARRIET HUBBARD AYER



YARDLEY: Yardley comes up with a special combination package which features a box of powder with a puff in the matching shade of powder. Puff and powder are packaged in a handy acetate container.

YARDLEY

TUSSY



On the Constitution of the Alpha-Irone of the Iris and the Synthesis of Alpha-Irones

by Dr. Yves-Rene Naves*

UNDER the heading "Discoveries in the Iron Field," Dr. Max Stoll, of Firmenich & Co., Geneva, in the last issue of this publication, exposes the chronological order which, according to him, would be that of the principal discoveries realized in the field of irone.

In view of the fact that I am here addressing American readers, I must emphasize that the most recent studies have been made in Switzerland, and that the research workers, as well as the firms for which they work, have had as principal preoccupation the ensuring of their advantages under the conditions prevailing in Europe today.

It is a well-known fact that, in a market as divided as the European one, subject to discordant laws, where the defense of contract rights is often up against quasi-absolute obstacles created by war and its aftermath, the keeping secret of discoveries and of inventions appears as the best safeguard for research work and for inventions under study.

"SEALED LETTERS"

Scientific priority can nevertheless be safeguarded by the use of "sealed letters," an institution customary with European scientific societies or academies. By "sealed letter" one means a communication deposited under the guarantee of these organizations, a communication the publication date of which is left to the discretion of the author, the date of deposit being considered when any priority question arises. Certain legislation relative to patent application, for example the Swiss Legislation (Article 8 of the Federal Law on Patents, June 21, 1906), recognizes an exploitation privilege to the party who can prove that he has known and exploited an invention before the obtention of a patent by a third party, and the "sealed letter" is often held as an element of proof.

It is interesting to recall that when Treff and Werner (of Heine & Cie.) published, in 1933, the constitution and a synthesis of jasmone, Ruzicka and Pfeiffer (of Naef & Co., today Firmenich & Co.) brought into play their scientific priority based on a sealed letter deposited in 1927 under the care of the Swiss Chemical Society. Messrs. Naef & Co., who had not protected that discovery by patents and had been holding it secret since 1927, were able to keep part of their advantages in spite of the patents claimed by Messrs. Heine & Cie. in 1933.

Reasons of the same type as those that governed the attitude of Messrs. Naef & Co., as well as the general conditions due to the war and its aftermath, led Messrs. Givaudan to defer until quite recently the taking out of patents consequent to the discovery of the exact formula of alpha-irone and to the synthesis of the isomers, which since 1943 have been in a "sealed letter." These

same considerations led the Givaudan company to consign the first part of the results of my research work to the safekeeping of the Swiss Chemical Society.

SYNTHESIS OF CYCLOHEPTENE KETONES

In parallel with the study of the alpha-irone of the iris and the synthesis of the 6-methyl-alpha-ionones, I carried on the synthesis of cycloheptene ketones answering to the formulas attributed to irone by Ruzicka because, as I declared on December 3, 1947 (*Helvetica Chimica Acta*, v. 31, p. 155, 1948) "even though I recognized in 1943 that my samples of irone coming from the treatment of the iris are nearly all constituted by 6-methyl-alpha-ionones, I had not excluded the fact that there could exist in other samples accessible to other chemists, isomeric irones such as those described by Ruzicka and his collaborators."

It is quite evident that the taking out of patents in the field of cycloheptene isomers, at the time when Ruzicka and his collaborators thought they were identifying irone with certain of these isomers, was quite a different thing from the divulging of my activity in the field of cyclohexene isomers, which had everything to gain by remaining secret, seeing that Ruzicka had put aside the cyclohexene formula of irone. The taking out of patents relative to the preparation of the raw materials for the synthesis of cycloheptene isomers does in no way signify that I should have, preferentially, identified irone with some of those isomers.

I do not wish to discuss here today the validity of the assertions of Ruzicka and his collaborators according to which the ketone fraction of the iris would be mainly constituted by gamma-irone, or which would cast doubt upon the validity of the spectral proofs thanks to which I was able to establish the formula of alpha-irone, or which would deny the value of my synthesis of alpha-irone.

The question is open to discussion on the basis of experimental arguments in the *Helvetica Chimica Acta*, and it is wise to wait for the multiplication of those arguments and their further discussion, and for the elucidating of the apparent contradictions which they still present.

Brazilian Menthol Crystals

The output of menthol crystals in Brazil, which expanded spectacularly during the war, dropped substantially after 1945. In 1947, a total of 313,000 kilograms of crystals were exported from Brazil, compared with 351,956 kilograms in the preceeding year, and 475,326 kilograms in 1945. From 1944 through 1947, more than 70 per cent of shipments were destined for the U.S.

Estimates of stocks of menthol crystals at the end of 1947 placed the total at about 150,000 kilograms. Production depends upon the foreign market situation, less than 5 per cent of the output being consumed within the country. Under existing market conditions, reliable sources forecast output in 1948 of not more than 200,000 kilograms. The figure may well be lower, in view of the substantial carry-over from 1947. Processing facilities are sufficient to increase present production by more than 100 per cent.

* L. Givaudan & Co., Vernier-Geneva, Switzerland.

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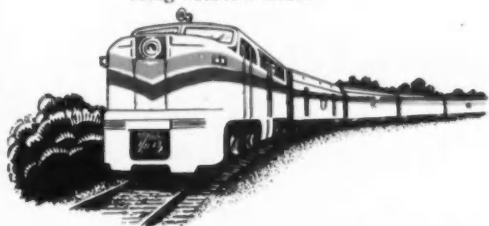


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*who thought of the lilac?
"I," dew said,
"I made up the lilac
out of my head."—Humbert Wolfe*

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FLAVORS

Alcohol Tax Relief Coming

**Permit and Bond System Likely for Non Beverage
Alcohol . . . "Oscars" for Achievement in Flavoring
Suggested at Record F.E.M.A. Convention**

A low tax permit and bond system for non beverage alcohol may be given a special hearing by the Ways and Means Committee of Congress according to a telegram from Washington received by the Flavoring Extract Manufacturers' Association just before the adjournment May 26 of its three day 39th annual convention at the Hotel Pennsylvania, New York City. Those who want to remain under the drawback system as an alternative may be permitted to do so. Congress adjourns June 19 and if the tax revision bill isn't passed by then it will go over until next year with however a strong probability of favorable action. This encouraging report is a tribute to the work of the Alcohol Tax Committee of the association which, as reported by John N. Curlett, has labored intelligently and ceaselessly to bring relief to the industry by reducing the onerous tax burden on non beverage alcohol. Just prior to the receipt of the telegram the association adopted a resolution recommending and approving the permit and bond system as provided in the Grant Bill 3860 in addition to the current drawback proviso.

This was one of the highlights of the convention which attracted a record attendance. Another was the emphasis placed on scientific research to enable the industry to create new products and more fully serve the public. One proposal was made to offer "Oscars" such as are awarded in the movie industry to stimulate original achievement. Two ex-presidents who have served the association for many years, George H. Burnett and John H. Beach, retired from executive positions in the association.

Newly elected officers for 1948-1949 follow:

President, Leslie S. Beggs, Styron-Beggs Co., Newark, Ohio.

First Vice President, John N. Curlett, McCormick & Co., Baltimore, Md.

Second Vice President, Frank D. Nowland, George H. Nowland Co., Cincinnati, Ohio.

Third Vice President, E. P. Price Jr., Price Flavoring Extract Co., Chicago, Ill.

Secretary, Leland P. Symmes, Baker Extract Co., Springfield, Mass.

Treasurer, Lloyd E. Smith.

Executive Committee: George M. Chapman, Liquid Carbonic Corp., Chicago, Ill.; W. G. Grant, NuGrape Co., Atlanta, Ga.; William H. Hottinger Jr., Boweys Inc., Chicago, Ill.; Louis J. Woolf, H. Kohnstamm & Co., New York, N.Y.

Advisory Committee: William B. Durling, Wm. J. Stange Co., Chicago, Ill.; Dr. Clarke E. Davis, Virginia Dare Extract Co., Brooklyn, N.Y.; Frank W. Green, National Aniline Division, Allied Chemical & Dye Corp., New York, N.Y.; and Garret F. Meyer, Warner-Jenkinson Mfg. Co., St. Louis, Mo.

Those manufacturers of food products at the consumer level who maintained quality by reducing output during the period of war shortages are now showing increases in volume due to the consumer demand for their products, President George M. Chapman pointed out in his opening address which reviewed the work of the association.



President Leslie S. Beggs surrounded by the newly elected officers: Seated—John N. Curlett, President Beggs, Frank D. Nowland; standing: E. P. Price, Jr., John S. Hall, Leland P. Symmes, Lloyd E. Smith.

This sound policy led to the most prosperous year in the entire history of the industry. John S. Hall, executive secretary and general counsel emphasized in his carefully considered report. The manufacture, sale and consumption of extracts and flavors in the past year reached an all time peak. Record breaking sales were also reported by allied industries such as ice cream, confectionery, beverage and bakery goods using extracts or flavors in making their products.

One reason for the enviable position of the industry is due to its ceaseless effort to advocate legislation to protect the consuming public as well as its work in opposing discriminatory legislation against the flavoring industry.

After summarizing federal and state legislation and court decisions for the past year Mr. Hall pointed out that mutual basing point systems have been held to be illegal as have also wholesale quantity discount plans which enable large group chains to undersell independent grocers. In his opinion the Federal Trade Commission has absolute control over the reasonableness of quantity discounts. In closing he suggested that members check their extract bottles to make sure that they

comply with the sizes recommended by the Food and Drug Administration.

WHAT IS AHEAD FOR BUSINESS?

The Flavoring and Food industries which together have been termed the "life line of America" are in a basically sound position. More than 60 million people are employed at good wages in the country. In 1947 the national income rose to an all time high of 200 billion dollars and disposable income—income after taxes—reached 175 billion dollars of which 164 billions was spent for consumer goods. Of the latter more than 50 billion dollars was spent for food and grocery products. That includes the investment in good health at the retail grocery store—which totals 31 billion dollars—and that which was consumed at public eating establishments plus the dollar value of food consumed on the farms.

With supplies coming more nearly into balance with demand it will take a lot of first rate salesmanship to maintain sales at current levels. We must plan to develop every possible market for our products. One of our best opportunities for accomplishing this lies in the development of an ever increasing appreciation by the American people of nutritious food and the value of good eating. For America to be strong its people must be healthy and strong. One of the best ways of stimulating food purchases is through offering of nutritious flavorful foods.

The recent commodity price break apparently marked the end of the inflationary climb. Prices steadily are easing off and probably will go lower.

The carefully compiled report of the Research Committee presented by J. M. Blatterman, chairman, revealed that sufficient data has been accumulated to indicate that a definite relation exists between moisture content and grade of vanilla beans: a satisfactory method has been adopted for the preparation of test extracts; and test runs are the only answer toward satisfying taste requirements. Members of the committee who cooperated in the work are: Dr. R. M. Jones, E. W. Ellicson, E. N. Heinz Jr., Dr. A. Behr, D. E. Pletcher, K. R. Newman and Dr. I. F. Plagge.

The importance of organic chemistry and its products to the flavor industry was stressed in an informative paper by Dr. N. C. Larsen, chief chemist of the Flavor Research Division of Polak & Schwarz Inc. In the past



Papers were so vital that even the early morning session following the night of the banquet drew a sizeable and attentive audience of executives. Practically every current problem facing the flavoring industry came up for discussion at some time during the convention

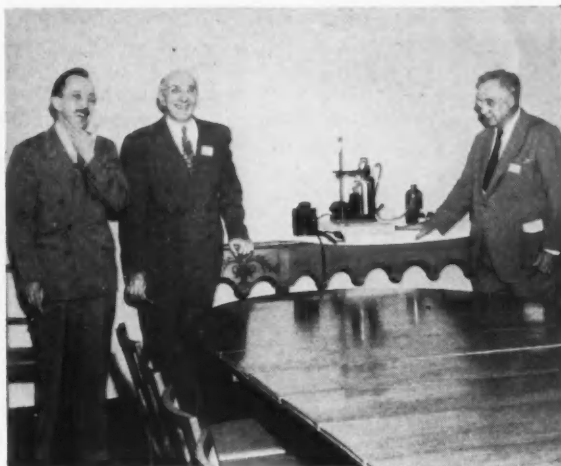
two decades the lactone coumarin has become an important constituent of vanilla flavoring and the public taste has slowly been conditioned to a point where it is naturally associated with the taste of vanilla. It is synthesized chiefly from phenol. In the same way undecalactone (aldehyde C 14) an important ingredient of peach flavor is produced by destructive distillation of castor oil. The broad choice and variety of the numerous aromatics available for use in flavoring materials would not be possible without organic research and synthesis.

Methods of growing and curing vanilla beans in Mexico and in Puerto Rico were contrasted by George H. Burnett in a brief but interesting paper on vanilla cultivation and curing. Curing beans by the use of ultra red rays has proved to be a complete failure. From his discussion of methods of curing the beans in various producing centers some new angles for scientific research were disclosed.

Sugar supplies are plentiful with a downward price trend, George L. Wright of Lamborn & Co. reported. There is a feeling that the government may take some action to curb the price decline in sugar. To do this the government may slash the 1948 consumption quota from 7,500,000 tons to 7,000,000 tons.

GOVERNMENT CONTROL ON VANILLA?

The urge to be independent which has manifested itself in India, in the East Indies and elsewhere is affecting the natives of Madagascar. They are thinking as colonials not as Frenchmen Ray C. Schlotterer, secretary of the Vanilla Bean Association stated in a foresighted review of the vanilla market. Export quotas for vanilla were dropped last January but prices were raised. One result has been the accumulation of stocks which have had an effect on the buying tempo of the market. Several plans have been suggested for relief. One is to have the Madagascar government buy and destroy the surplus stocks. Another plan is that if the vanilla is unfit for export a special tax in addition to the 21 per cent ad valorem export duty be applied and the government use the receipts for purchasing the old stocks for destruction. Still another suggestion is to have the government announce that export prices set for 1948 will continue unchanged throughout 1949 and 1950. The highlight of



Dr. J. M. Blatterman, chairman, left, with Dr. A. Behr and Dr. I. F. Plagge of the Research Committee stand beside the continuous apparatus employed for the determination of moisture in vanilla beans.

this year's French vanilla bean market is the fact that the future will be determined largely on whether government control or free enterprise gains the ascendancy.

The availability and the markets for the citrus oils, general flavoring oils and spice oils were discussed in an able paper prepared by H. P. Wesemann, vice president of the Essential Oil Dealers' Association which will be published in a subsequent issue.

NEW LOOK OF AMERICAN BUSINESS

Plunging directly into his subject with characteristic energy, Percy C. Magnus, president of Magnus, Mabee & Reynard, Inc. former chairman of the New York Board of Trade and an active factor in numerous commercial and civic affairs, declared in a luncheon address that the most compelling responsibility of American business is to streamline our economy and to deflate our machinery of government. These two objectives—to modernize American business methods and to return to traditional concepts of government—are not only good for our individual business and our country but they are immediate requirements if we are to save a distressed and shattered



Notables in the flavoring industry at the speakers' table: Frank D. Nowland, E. P. Price, Jr., John N. Curlett, President Leslie S. Beggs, Percy C. Magnus, Retiring President George M. Chapman, George H. Burnett, Ray C. Schlotterer, John S. Hall, John H. Beach.

world. "The true aim of a modern American enterprise system is more goods and more services for more people throughout the world, of better quality and at as low prices as possible," he said. "You and I must begin to think less of the businesses we own and begin to think more of our responsibilities of serving humanity through the businesses we operate." It was a fighting and farsighted speech and throughout the dynamic address Mr. Magnus held the close attention of the audience which showed its appreciation at the conclusion by its hearty applause.

"OSCARS" FOR CREATIVE WORK

"Would it be possible to encourage quality consciousness in the finished product? asked Dr. Arthur H. Behr of Dow Chemical Co. "One way of doing this would be the creation of a seal of approval by the association, a seal of approval which would be valid for a limited period of time, say a year or two. Another step might be the creation of a sort of Hays office, fighting any attempts at malpractice. This step might go a long way towards limiting or maybe even eventually eliminating government interference. To take a leaf from the movie industry how about the creation of the equivalent of its "Oscar," an award for the best and most original creation of the year in every field? In short let's create some incentive to creativeness for imaginative and for quality consciousness."

The subject of Dr. Behr's paper was "Notions of a Perfume Chemist on Flavors." Other decidedly worthwhile papers read were: "Development of Research of Organic Chemicals" by Paul A. Wilks, Perkin Elmer Corp.; "Doing a Flavor" by Lynn Watt, Monsanto Chemical Co. who pointed the way for research specialists; and "Methods and Types of Equipment Used in the Dairy Industry" by Robert Rosenbaum. Of especial interest was the illustrated lecture by Dr. Ernest Guenther, Fritzsche Brothers, Inc. on "Modern Methods of Extracting Citrus Oils."

Reports of standing committees were given as follows: Membership, Frank D. Nowland; Trade Relations, E. P. Price, Jr.; Standards, Walter H. Kuhl; Transportation, Leslie S. Beggs; Advertising, Lloyd E. Smith; and Legislative, William H. Hottinger Jr.

In the annual golf tournament at the Garden City Country Club Edward Marum of Wm. J. Stange Co. beat Don Jenks of Foote & Jenks, Inc. by one stroke, giving him two wins on the President's cup. To retain the cup which was presented by Past President Garret Meyer the winner has to have three legs. Other winners in the tournament were: First kickers, Ray Caulk, Monsanto Chemical Co.; Second kickers, Don Jenks, Foote & Jenks Inc.; Third kickers, Frank Nowland, George H. Nowland Co.; Fourth kickers, J. Zink, Zink & Triest; Fifth kickers, J. F. Whitescarver, U.S. Industrial Chemicals Inc.; Sixth kickers, Roy Hagelin, S. B. Penick & Co. Lowest number of putts, Harry Heister, George Lueders & Co.; Nearest to pin, fifth hole, J. Beck, Beck Vanilla Co.

EXCELLENT COMMITTEE WORK

The complete success of the meeting was due to the careful planning of the Convention Committee of which Dr. Clarke E. Davis was chairman and John H. Beach, Victor E. Williams, Joseph A. Huisking and John N. Curlett were members. William F. Fischer, chairman of the Registration Committee and his associates Louis Gampert, Frank W. Green, Charles O. Homan, C. G. Jackson, Robert Krone, C. E. Langfield, Fred J. Lueders, F. D. Rucker, F. W. Stechmann, William Sunn, William J. Woodhull Jr. and Louis J. Woolf handled countless details with dispatch. Likewise the Reception, Dance and Banquet Committee under the chairmanship of Roy Hagelin won the thanks of the members for the efficient way it ran the social events. Members of the committee were Jacob Beck, Leslie S. Beggs, T. M. Bennett Jr., Fred Buehler, F. R. Ellis, Leo Green, Myron J. Hess, W. H. Hottinger Jr., Gert Keller, Robert Krone, Paul H. Manheimer, Frank D. Nowland, Paul Sperry, Percy Storr and R. M. Troutman. Mrs. John H. Beach and Mrs. Clarke E. Davis were co-chairmen of the Ladies Reception Committee and Frank W. Green as chairman of the Golf Committee did yeoman service with the aid of his associates R. F. Caulk, Pierre Dammann, William B. Durling, Philip I. Heuisler Jr., Don Jenks, C. L. Lightfoot, E. J. Marum, E. P. Price Jr., Cecil Rice, R. Gordon Smith, J. F. Whitescarver and Victor E. Williams.

The next convention will be held in Chicago, Ill. beginning May 15, 1949.



A portion of the audience at the luncheon listening to the thoughtful and farsighted address by Percy C. Magnus. The theme of the address and its forceful delivery held the close attention of the audience throughout and formed the basis for numerous informal discussions.

Sodium Glutamate Manufacture

MORRIS B. JACOBS, PH. D.*

It was explained that it is the sodium salt of L (+) glutamic acid or dextrorotatory glutamic acid that has the property of enhancing the flavor of many foods and of giving a "meaty" taste to a number of foods to which it may be added. Among these are soups, dry soup mixes, gravies, and the like.

The dextrorotatory form of glutamic acid is the form which occurs in natural sources. The levorotatory isomer does not have this flavoring property and for this reason, among others, the manufacture of synthetic material has not proved feasible since the resolution of both forms is not a simple matter. Natural sources are used for the commercial preparation of sodium glutamate. About thirty six of these sources were listed in a previous article.

Though it would appear from that list that there are many readily available sources, actually only a few of these have been exploited for commercial preparation. While all proteins yield amino acids on hydrolysis, some sources yield mixtures of amino acids from which it is more difficult to separate the glutamic acid than from other mixtures. For economic reasons, those from which the glutamic acid can be obtained in highest yield and with the least difficulty are used.

The principal raw materials used for obtaining glutamic acid and subsequently monosodium glutamate are wheat gluten, Steffen's waste, and corn gluten. Soybean cake, casein, and rice protein have also been used. Many of the methods for the recovery of glutamic acid from these sources are covered by patents. It will be of value to compare the methods used to obtain monosodium glutamate from several sources.

WHEAT GLUTEN

Ritthausen used wheat gluten for the preparation of glutamic acid in 1866. In outline there is little difference between the procedure used by him and the method used industrially, at present. Ritthausen used sulfuric acid as the hydrolyzing agent instead of hydrochloric acid which is used in more modern methods. The latter is to be preferred for the former, after neutralization with alkaline sodium salts, yields sodium sulfate which has a bitter taste and is, therefore, to be avoided. On the other hand, hydrochloric acid when neutralized yields sodium chloride which is compatible with sodium glutamate. Furthermore, glutamic acid hydrochloride is insoluble in concentrated hydrochloric acid whereas glutamic acid sulfate is relatively soluble in sulfuric acid. This difference in solubility makes the recovery of glutamic acid more difficult if sulfuric acid is used in the hydrolysis of the protein source.

Wheat gluten obtained from flour milling still contains a small amount of starch. This yields simpler carbohydrates on hydrolysis. The presence of these, in the manufacture of sodium glutamate, is undesirable for the formation of humin is fostered and the isolation of glutamic acid is hindered because of the increased solubility in sugar solutions. The starch should be removed by kneading and washing.

The wet wheat gluten is hydrolyzed by heating with concentrated hydrochloric acid in a closed, steam-jacketed vessel. The insoluble humin is removed by filtration, and the hot mixture is decolorized by use of decolorizing charcoal and filtration. The resultant mixture is generally light yellow to orange in color. The mixture is transferred to an evaporator where it is concentrated under vacuum. This step removes excess hydrochloric acid as well as water. When crystals of glutamic acid hydrochloride appear, the mixture is cooled, allowed to stand over night for complete crystallization, and the crystals are recovered by filtration. The crude glutamic acid hydrochloride is dissolved in water, the pH is adjusted to 3.2-3.3 which is close to the isoelectric point for this amino acid, and the mixture is allowed to stand for several days for the glutamic acid to crystallize and separate. Adjustment of pH is important for insufficient alkali will fail to neutralize the hydrochloride whereas too much alkali will yield monosodium glutamate which is soluble in water. After filtration, the glutamic acid is dissolved in water and is neutralized with sodium hydroxide solution or with sodium carbonate solution to convert it to monosodium glutamate. The mixture is decolorized, filtered, concentrated, permitted to crystallize, and is recovered by filtration. About 25 per cent of the weight of the gluten is recovered as sodium glutamate.

There are a number of variations of this method. One of these is to add water soluble aliphatic alcohols like ethyl alcohol and isopropyl alcohol to assist the salt in crystallizing.

STEFFEN'S WASTE

Steffen's waste, that is the filtrate resulting from the processing of beets for sugar, contains about 0.1 per cent of sugar, 0.35 per cent alkaline matter and about 2.5 per cent of protein material consisting mainly of glutamic acid. Other assays indicate that from 1.2 to 6.1 per cent of glutamic acid is present in various samples of Steffen's waste.

In one process, the liquor is weighed, filtered, and evaporated to reduce its volume. The pH is adjusted to 10.5-11.5 with lime and the mixture is kept at 85 deg. C. for a little over 2 hours. It is then cooled to 20 deg. C. and filtered. The pH of the mixture is readjusted to 7 with carbon dioxide at the holding temperature but phos-

* Professor of Chemical Engineering, Polytechnic Institute of Brooklyn

phoric or sulfuric acids may also be used. After filtration, the liquor is evaporated at not more than 110 deg. C. until the specific gravity is 1.3. Sometimes the concentrate is shipped to a central point after this step. The acidity is now adjusted to the isoelectric point mentioned above at about 50 deg. C. with sulfuric acid and the crystallized inorganic salts formed are removed by filtration or centrifugation or both. The filtrate is permitted to stand in a vat for about a week to allow the glutamic acid to crystallize, after which the crude glutamic acid is purified and converted to the sodium salt.

In another process using this raw material, after filtration and evaporation, the liquor is hydrolyzed with sodium hydroxide solution. The hydrolyzate is cooled, acidified with hydrochloric acid, and again evaporated. The mixture is passed through centrifugals for removal of precipitated inorganic salts, is cooled, and the glutamic acid is permitted to crystallize. By use of thickeners, centrifuges, and plate and frame filters, the crystallized glutamic acid is recovered. These crystals are dissolved in water and sufficient sodium hydroxide solution is added to convert the acid to the monosodium salt. Decolorizing carbon and a filter aid are also added and after thorough agitation the entire mass is filtered and subsequently evaporated. The concentrated liquor is sent to a rotary crystallizer and the resultant slurry to centrifugals. The wet crystals are dried and packaged.

CORN PROTEIN

A patent granted for the recovery of glutamic acid from corn gluten discloses the following procedure. The corn protein is boiled under atmospheric reflux with hydrochloric acid and water. The hot hydrolyzate is diluted with cold water and with ammonium hydroxide solution and is filtered to remove the humin. The filtrate is concentrated in an evaporator until crystallization of ammonium chloride begins after which it is cooled to 25 deg. C. and is seeded with a dry powder of tyrosine and leucine. The mass is stirred and the slurry is filtered to remove the tyrosine and leucine. The filtrate is concentrated still further, treated with sufficient 28 per cent hydrochloric acid, cooled, seeded with previously formed crystals of glutamic acid, and allowed to stand. The glutamic acid crystals are recovered by filtration and are dried.

RICE PROTEIN

A final illustration can be given in which rice protein is used. The rice protein is dissolved in hydrochloric acid and is heated to cause hydrolysis. The resultant liquor is filtered to remove humin and the filtrate is evaporated *in vacuo* to about half its original volume. An equal volume of concentrated hydrochloric acid is added and the solution is permitted to stand for the formation of crystals. These are recovered by filtration and are washed with concentrated hydrochloric acid. After solution in boiling water, they are treated with decolorizing carbon while continuing the boiling and the mass is filtered to yield a colorless solution of glutamic acid hydrochloride. Sufficient concentrated sodium hydroxide solution is added to neutralize the hydrochloric acid. The mixture is cooled to overcome the heat elaborated in the neutralization process and the precipitate of glutamic acid is obtained by filtration. These crystals are dried in a cur-

rent of air. A weighed amount of glutamic acid is suspended in a relatively small volume of water and the calculated amount of sodium hydroxide solution necessary to convert the glutamic acid to the monosodium salt is added.

This process has also been applied to the manufacture of sodium glutamate from wheat gluten.

Flavored Notes

Flavor hit the headlines during the American Chemical Society meeting held in Chicago in April. Thus one paper captioned an article on sodium glutamate with the lead: A Dash on Hash Makes Gourmets Swoon.

★ ★ ★

An important paper relating to flavor was presented by L. C. Cartwright and Robert A. Nanz of Foster D. Snell, Inc. on organoleptic evaluation of foods. They described their methods and stressed that in addition to taste and aroma, factors such as color, texture, muscular sensations, pungency, aftertaste should be evaluated. A most important point made by these investigators is that the vitamins in addition to their growth and regulatory functions contribute to the enhancement and preservation of the flavor of foods.

★ ★ ★

E. C. Crocker of Arthur D. Little, Inc. presented a most interesting paper in collaboration with L. B. Sjostrom and G. B. Tallman on the measurement of food acceptance. The results obtained by panels of professional tasters and of consumer polls were discussed.—M. B. J.

Peppermint and Menthol in China

Preliminary trade estimates place the volume of accessible crude peppermint oil from the 1947 harvests in China at 300,000 pounds, permitting the manufacture in 1948 of approximately 150,000 pounds of menthol. This total may be somewhat high, because in the Fall of 1947 trade circles were of the opinion that not more than 300 cases (18,000 pounds) of menthol would be produced in 1948. Probably the delivery of 300,000 pounds of the crude oil to manufacturers is dependent upon curbing inflation or the success of the factories in bartering cotton cloth or other staple commodities for oil. Output of menthol in 1947 amounted to only 50,000 pounds.

Orderly collections of crude peppermint oil in China have been impossible since VJ-day, on account of transportation difficulties, the large producing areas in Communist-held territory, and the tendency of farmers to hoard their crude oil in preference to sale for a rapidly depreciating Chinese National currency. Thus stocks from the 1947 crop were not delivered in any appreciable quantity to the Shanghai factories.

In Shanghai, menthol crystals were held during 1947 as a hedge against inflation. Some sources estimated recently that at least 1,000 cases (60,000 pounds) of menthol crystals were being held in that center. About 250 cases of the total were reportedly held by the industry and legitimate traders, and the rest by hoarders.

Commercial Fatty Acids

June, 1948 547

mers such as nylon. Pelargonic is a unique fatty acid since its structure involves an odd number of carbon atoms in the chain (all naturally occurring fatty acids having an even number of carbon atoms). To date it has been found of commercial value in rather specific uses, such as flotation of certain minerals, but further market development is progressing to insure that outlets will keep pace with those for the immediately popular azelaic acid.

Polymerization of the linoleic acid contained in fatty acid mixtures is expected to become very important as a process for modifying commercial fatty acids. In this treatment linoleic acid polymerizes to form a so-called "dimer" acid which is a high molecular weight dibasic acid. After such treatment the mixture is subjected to distillation which yields the unpolymerized monomeric mixture as the distillate and the valuable "dimer" acid as a residue. The distillate obtained is practically free of linoleic.

Market development to date indicates commercial utility of "dimer" acids in the form of polyamide resins, varnishes, alkyd resins, and as an intermediate for other industrial products.

Of greater interest are the commercial methods for separation of fatty acid mixtures. The classical (and still currently used) method is panning and pressing. The mixed acids are chilled in pans, the solid cakes removed, wrapped in burlap, and pressed in hydraulic presses. The more liquid acids are pressed out leaving the solid fraction which is repressed in a hot press to remove still more of the liquid acid. Thus the stearic acid and "Red Oil" or oleic acid of commerce have been produced from animal fatty acid for scores of years. Now there is nothing wrong with this method except that it is messy, a batch operation (each press charge being a batch), subject to errors in human judgment, costly from a labor standpoint, and adaptable only to fatty acid mixtures (such as tallow fatty acid) which will solidify at reasonably reduced temperatures to cakes which can be handled. For the last reason the method is definitely limited in its application.

The Emersol Process represents our industry's more modern approach to separation of liquid from solid acids. This process consists simply of continuous fractional crystallization of solid fatty acids from solvent solutions. Methanol is one of many solvents that can be used. A continuous multi-tube crystallizer slowly crystallizes the solid acids from the solution. A rotary filter continuously filters the solid acids which are then continuously con-

veyed to a melter. From there the solid fraction is pumped to a stripping still for solvent removal. The filtrate containing the liquid unsaturated acids is likewise pumped through a stripping still which completely strips off the solvent from that fraction.

Fatty acid mixtures of all types can be processed in this manner without limitations as in the case of the pressing method. The solvent method is especially adapted to separation of unsaturated from saturated acids because of their great difference in solubility in selected solvents. The method is limited, however, in regard to separation of saturated acid mixtures since the solubilities of saturated acids in selected solvents do not vary widely enough from one chain length to another.

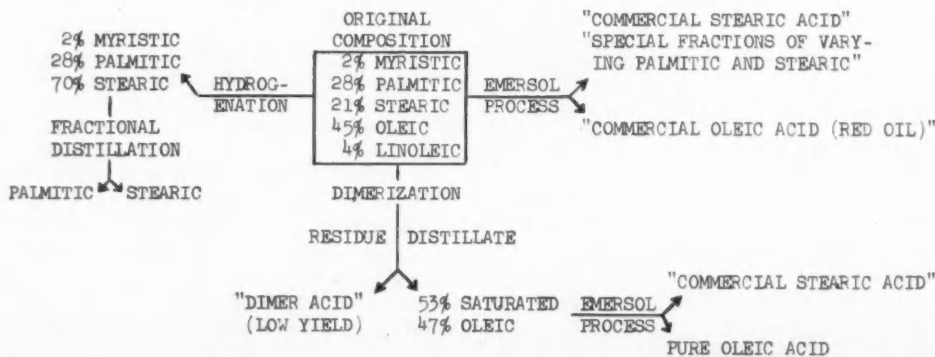
The fatty acid industry has an answer to the problem of separation of mixed saturated acids in the form of fractional distillation units. Fractional distillation is capable of efficiently separating fatty acids of different chain lengths but is not capable of separating saturated from unsaturated acids of the same chain length. The combination of the two methods provides means for complete fractionation although this might not be economically feasible in many instances.

Other methods of separation of fatty acid mixtures are in the process of development and will be used commercially as our industry adapts them to our needs.

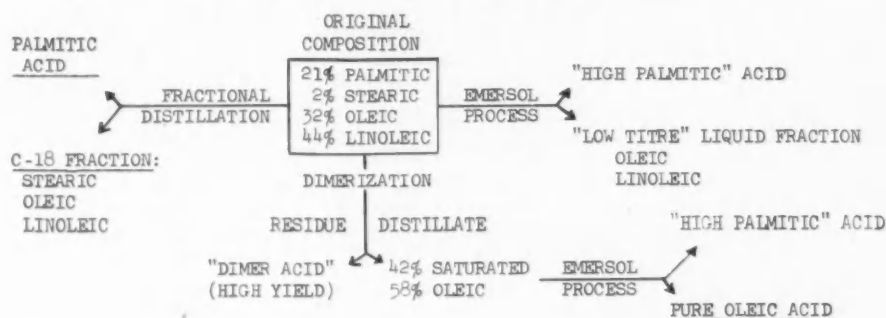
Now what can be done with all these commercial methods of processing and separating fatty acid mixtures. A few illustrations will indicate what is now being accomplished commercially and what can reasonably be expected in the future. For the sake of illustration, we shall in each case start with the distilled mixed acids derived from various natural fats and oils. The original composition in each case is regarded as reasonably representative of each type of material.

Below are illustrated various products obtainable from tallow fatty acid. The solid acid mixture resulting from hydrogenation is being manufactured and sold on a large scale today. The fractional distillation of this mixture into reasonably pure fractions of palmitic and stearic is likewise in commercial practice. The Emersol separation is our current commercial method of producing stearic and oleic acids. The dimerization of the tallow fatty acid will be a method of producing a low yield of "dimer" acid and a commercial mixed acid of light color characteristics and free of linoleic acid. This linoleic free mixture will have excellent properties for many uses including high quality soda soaps due to

PRODUCTS OBTAINABLE FROM TALLOW FATTY ACID



PRODUCTS OBTAINABLE FROM COTTONSEED FATTY ACID



the enhanced oxidation stability resulting from elimination of the linoleic acid. The mixture can also be separated by the Emersol Process to yield reasonably pure oleic acid.

Market evaluation of the pure oleic acid is in advanced stages and results are exceeding all expectations. Pilot plant production is turning out quantities which permit furnishing substantial lots to prospective users for test purposes.

The absence of the 8-12 per cent of linoleic acid currently contained in commercial oleic acid makes a drastic difference with respect to oxidation stability, color stability and resistance to rancidity. One of the most convincing demonstrations of this improved stability is the fact that the material shows little if any more discoloration upon vigorous heating than high quality stearic acid. Such color stability is of extreme importance in the manufacture of organic derivatives such as esters at high reaction temperatures. It is believed that manufacturers of liquid soaps and shampoos will benefit from the practically odorless quality as well as the odor and color stability.

The above illustrates various products obtainable from cottonseed fatty acid. The fractional distillation and the Emersol separation are both in commercial operation. Of course the stearic acid in the C-18 fraction is inevitable whereas solvent separation does permit more complete "de-stearination" and a consequent lower titre. It is believed the rather complete removal of saturated acids may be of great importance to liquid soap manufacturers. The dimerization treatment in this case produces a high yield of "dimer acid" and a distillate which can then be solvent separated to yield again the pure oleic acid and a high palmitic fraction. Again in this instance the distillate should be of exceptional value for high quality soda soaps as well as other uses due to the absence of easily oxidizable linoleic acid.

Soyabean fatty acid is less attractive as a starting material for fractional distillation but yields a well "de-stearinated" fraction upon solvent separation. In this case the linoleic acid content is higher and there is some linolenic acid. It is doubtful whether the slightly increased percentages of these acids (by virtue of removal of the saturated acids) is any more objectionable than the percentages present in distilled soyabean fatty acid which itself is so commonly used in preparation of potash soaps. It is being produced commercially now.

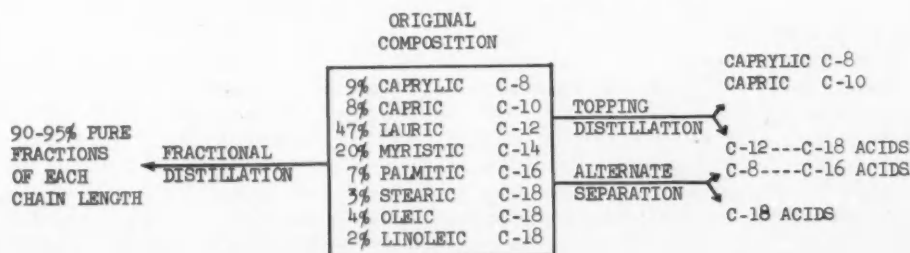
Coconut fatty acid is also separable into interesting fractions as illustrated below.

The residual coconut acids from the topping distillation are of quite general interest to the soap and synthetic detergent industry because of the possible skin irritating action of the caprylic and capric acids. Unanimous opinion in this regard seems to be lacking. This topping operation has been in commercial operation for several years, the capric and caprylic acids having been of considerable importance during the war. The fractional distillation has also been in commercial operation for several years although on a considerably lesser scale. The alternate separation illustrated is planned for early commercial operation. The elimination of the stearic, oleic, and linoleic acids offers important improvement for several specific uses. It is believed that such a modification will be desirable for at least certain types of liquid soap formulation due to the absence of these higher acids.

SPECIAL MODIFICATIONS AND FRACTIONS

Since our industry's products are consumed by scores of major industries for hundreds of specific purposes we find it difficult to be specialists in all fields of use. However, practical laboratory evaluation is a necessary guide for development so considerable effort is expended in this direction.

PRODUCTS OBTAINABLE FROM COCONUT FATTY ACID



Most people already aware of the advantages of rather complete destearination of liquid acids for use in liquid soaps. The saturated acids up to a certain concentration do not seem to greatly affect viscosity or real soap content attainable in a liquid soap. However, they do seem to be related to cloudiness under certain conditions and certainly do not contribute to satisfactory performance in hard water.

In our comparisons of fatty acids for liquid soap formulations we run Stormer viscosities over a range of concentration and note particularly the real soap content at a viscosity of 3 units. This seems to be just short of the gel-point and represents to us the maximum permissible real soap content in each formulation.

Using this test it has been observed that the linoleic-free oleic acid will permit a real soap content as high if not higher than that permitted by current commercial oleic acid. Similarly the de-stearinated vegetable fatty acid fractions appear to permit an equal or slightly higher real soap content than commercial oleic acid.

Similar observations have been noted with potash soaps prepared from each of these fatty acids in admixture with coconut fatty acid.

Another observation is the fact that liquid soaps prepared from equal mixtures of coconut and oleic or these other fractions permit as high a real soap content as does straight coconut fatty acid. This real soap content appears to be approximately 36 per cent.

Up to 5 per cent stearic or palmitic acid contents appear to have very little effect on liquid potash soap viscosity. Myristic has some reducing tendency and lauric, of course, has a pronounced effect in reducing viscosity.

It is of further interest that mixtures of palmitic and lower-molecular weight acids reduce viscosity more than the individual fatty acids.

We have already indicated the advantages of linoleic-free oleic and mixed fatty acids for both soda and potash soaps. Commercial production of such quality fatty acids is scheduled later this year.

It appears that the manufacturers of fatty acids will be of far greater service in the future than at the present or in the past.

Soap Used by Veterans Administration

Veterans Administration hospitals last year used two-thirds of a billion pounds of laundry and cleaning supplies to launder patients' sheets and clothing, wash dishes soiled by 126,400,000 meals, and to clean floors, woodwork and equipment.

The dishes alone required 1,300,000 pounds of a special dishwashing compound prepared for mechanical dishwashers.

Hospital laundries used 400,000 pounds of soap chips; 900,000 pounds of laundry soap bars; 1,000,000 pounds of powdered laundry soap; 240,000 pounds of bluing; and 220,000 pounds of starch.

General cleaning accounted for 1,000,000 pounds of scouring powder; 50,000 pounds of grit soap; and 1,300,000 pounds of powdered soap suitable for all types of use.

Finally, patients themselves used 400,000 bars of white toilet soap.

Factories Planned for Pakistan

The British press reports that two large factories for the manufacture of oil, hydrogenated-oil products and soap are planned for Bahawalpur, Pakistan. The factories are scheduled to start production in 1949. The initial production capacity of the hydrogenated vegetable oil plant is to be about 3,000 tons annually, to be increased according to demand to 10,000 tons. The soap factory is to produce about 5,000 tons per year.

Potash Production in France

Production of French potash mines is expected to double in the next 10 years under a new program. It is planned to concentrate production in fewer mines and to operate these more efficiently by the use of modern equipment. Sales of potash in France and overseas territories increased from 277,623 metric tons in 1939 to 361,014 tons in 1947.

Fello Addresses Binghamton Meeting

Earl N. Fello, general manager and assistant treasurer of the Colgate-Palmolive-Peet Co., Jersey City, N.J., addressed a recent meeting of the Triple Cities Credit Men in Binghamton, N.Y. He discussed "Major Credit Problems of Today." Mr. Fello is past president of the New York Credit Men's Association.

Safeway Buys Par Soap

The purchase of the Par Soap Co., Oakland, Calif., by Safeway Stores, Inc., of that city has been reported. Safeway will operate Par as a separate corporation.

Soap Production Down

Based on quarterly sales census reports to the Association of American Soap & Glycerine Producers, Inc., total pounds of soap delivered by manufacturers in the United States during the three-month period ending March 31, were 17 per cent less than in the preceding quarter and 4 per cent less than in the similar period a year ago.

According to the report issued by J. Malcolm Miller, secretary of the Association, solid soaps delivered during the first quarter of this year totaled 657,911,104 pounds, 139,166,896 pounds less than in the fourth quarter of 1947 and 28,777,080 pounds less than in the first quarter of 1947.

These figures are based on tabulations submitted from 68 companies, representing approximately 90 per cent of all the soap made in this country.

Sales of liquid soap during the first quarter of 1948 amounted to 755,606 gallons. This is an increase of 119,606 gallons over the preceding quarter but 212,049 gallons less than was produced and sold during the first quarter of 1947.

Technical Abstracts from Scientific Literature

An unusual microbial growth on soap. O. Verona (Univ. Pisa, Facolta agrar.) Ann. facolta agrar. Pisa (N.S.) 6,1-7 (1945); Rev. Applied Mycol. 26, 254 (1947). An organism provisionally named *Micrococcus saponophilus* *Penicillium crustosum*, *P. flavidorsum*, and a species of *Cladosporium* were isolated from a moldy bar of green household soap (18.7 per cent moisture, 35.7 per cent total fats, and strongly alkaline). Experimental evidence indicated that the infection was favored by the high moisture content of the soap, the alkali tolerance of the organisms, and their ability (though limited) to attach fats. Oden E. Sheppard. (*Chem. Abs.*, 41, No. 21, 6925, 1947.)

Application of the "ph notion" in organic solvers. J. P. Wolf (I.T.E.R.G.). Inds. corps gras 3, 177-81 (1947). The extension of the study of pH in solvents other than water is recommended because it adds 2 interesting principles: (a) it permits the study of products insoluble in H_2O , and (b) it permits the utilization of the variations in the strength of acids in various solvents. Examples of materials and choice of solvents, respectively, are: sulfonates, H_2O ; for fat acids in cosmetic creams, EtOH; and polishing waxes, EtOH-acetone or EtOH-ether mixtures. (*J. Am. Oil Chemists Soc.*, xxiv, No. 10, 344, 1947.)

PB a 27888. Wurzschnitt. Komplex aluminium-salze und ihre technische verwendbarkeit. II bericht (*Use of complex organic aluminum salts*). (I.G. Farbenindustrie, Ludwigshafen, Main Laboratory Report.) (Frames 6917-6941 of FIAT Microfilm Reel 4B) Mar 1930. 13 f. Price: Microfilm-\$1.00—Enlargement Print-\$1.50. Complex aluminum salts of oxalic, malonic, tartaric, lactic acid, etc. are tested as to their applicability in pharmaceuticals, cosmetic, textile chemistry, etc. In German. (*Scien. & Ind. Reports*, 5, No. 12, 1035 1035, 1947.)

Recovery of volatile apple flavors in essence form. Howard P. Milleville and Roderick K. Esker (Eastern Regional Research Lab., U.S.D.A. Philadelphia 18, Pa.). Spice Mill 70, No. 6, 59-70, No. 7-52-53, No. 8, 53 (1947). A method for completely recovering the natural flavor of fresh apples in unaltered form is described. The product is called apple essence. Flow diagram for the production of apple essence is given showing equipment having a capacity of 1000 gallons of juice per hr., which is equivalent to 6.85 gallons per hr. of 150-Fold essence. Economics and essential factors of the operation are given. M. H. Newstadt. (*Chem. Abs.*, 41, No. 21, 7009, 1947.)

A permanent standard for estimation of cholesterol. A permanent standard for the colorimetric estimation of cholesterol, which has very nearly the same green tint as that given by the Lieberman reaction, may be prepared by mixing 10 ml. of a 10 per cent solution of nickel sulphate, ($NiSO_4 \cdot 7H_2O$) 10 ml. of 0.1 N sulphuric acid and 0.9 ml. of a 10 per cent solution of ferric chloride ($FeCl_3$, anhydrous). (W. Hirsch, *The Analyst*, 73, 161, 1948.)

Flaxseed mucilage—the composition of. The authors give the following conclusions (1) A rapid method for preparing the free acid of flaxseed mucilage, linseed acid, directly from the seed is described. (2) Analysis of flaxseed musilage and linseed acid shows that they are composed of molar equivalents of d-galacturonic acid, l-rhamnose, l-galactose, and d-xylose. (3) During hydrolysis of the mucilage d-xylose is the 1st and l-galactose the 2nd sugar to be liberated. (4) An aldotrionic acid composed of molar equivalents of d-galacturonic acid, l-rhamnose, and l-galactose has been isolated. (5) An improved method for preparing l-galactose from the mucilage is described. (6) Flaxseed mucilage seems to be the galacturonic acid, l-rhamnose, l-galactose, and d-xylose. The physical properties of the mucilage suggest that it has a branched chain structure.—(*J. Am. Pharm. Assoc.*, xxxvi, No. 10, 314, 1947.)

The effect of several agents on thixotropic bentonite suspensions. F. Kayser and J. M. Bloch. Bull. soc. chim. France 1947, 741-6. The thixotropic behavior of 2 com. bentonites from Wyoming and Morocco was ascertained under various conditions by the submergence of a metal cylinder under exactly defined conditions. The thixotropic cycle was faster and more pronounced at higher temperatures. Aging had an effect—usually emphasizing the thixotropic behavior. Prolonged heating destroyed the thixotropic capacity of a gel or promoted syneresis. Freezing did likewise, and if prolonged enough caused flocculation. Sodium salts had various effects. At creased the thixotropy, and with many salts a maximum effect was displayed. At high concentrations ($N/4-N/2$) all salts decreased it to the vanishing point. The action is independent of the anion (chloride, sulfate, nitrate, borate, molybdate, nitro-prusside, formate, acetate, benzoate, oxalate, tartrate, and citrate.) The addition of Na citrate, to suppress the thixotropic nature, is recommended for detg. the viscosity of bentonite suspensions.



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The Patent Picture

Preparation of Synthetic Glycerides. Pat. 2,408,905. Patented Oct. 8, 1946. The unsaturated bonds of a fatty acid are halogenated, the saturated acid converted into an acid chloride, the acid chloride reacted with a polyhydroxy compound and thereafter the ester dehalogenated. Groups 20-11; 28-89. Reg. No. 8,630.

Method for Solvent Extraction of Fatty Material. Pat. 2,416,196. Patented Feb. 18, 1947. Oleaginous material is agitated in the presence of a solvent and water, at a temperature in the region of the boiling point of water but below the boiling point of the solvent, then the agitation and the temperature is reduced and the layer of solvent and fat separated. Group 20-11. Reg. No. 8,631.

Drier Conveyor. Pat. 2,043,681. Patented June 9, 1936. A device, and method, for drying tubes of soap material including a drier conveyor and means for extruding the material in a transverse series of strings on the conveyor. Group 35-62. Reg. No. 8,793.

Method of Making Tube Soap. Pat. 2,043,685. Patented June 9, 1936. Method of preparing readily soluble soap which comprises extruding liquid soap in the form of thin tubes, drying the tubes with heated air, and cutting the tubes into the desired lengths. Group 25-41. Reg. No. 8,797.

Jacketed Extrusion Device. Pat. 2,043,686. Patented June 9, 1936. An extrusion die, having a water jacket around the nozzle to impart heat thereto, whereby a tubular product, such as soap, issues with a glossy finish. Group 35-42. Reg. No. 8,798.

Sediment Tester. Pat. 2,110,237. Patented Mar. 8, 1938. A sediment tester, comprising two vessels joined by a threaded union and a filter interposed between said vessels. Group 35-51. Reg. No. 8,551.

Simulated Glace Fruit and Process of Making Same. Pat. 2,418,558. Patented Apr. 8, 1947. This process refers to a simulated candied fruit obtained by the utilization of sugar beets. The treated beet has the typical transparency of true glacé fruit, a desirable chewing quality, etc., and may be readily used as a cake mix ingredient or in various types of confectionery. Despite high moisture content, the product will not spoil. It is also capable of further coloring or flavoring to more closely simulate certain fruit types. Claimed advantages are the time and sugar saved. William Schloessinger and Alexander M. Zenzes. Address correspondence to K. A. Mayr, 21 East 40th St., New York 16, N.Y. Group 20-71. Reg. No. 8,146.

Recovery of Poly-Glycerol Resin. Pat. 2,382,764. Patented Aug. 14, 1945. Poly-glycerol resins are recovered from the residues of glycerol stills by injecting steam into the molten residue, precipitating the impurities from the aqueous solution and extracting the poly-glycerol resin from the residual salt cake. Group 28-83. Reg. No. 8,817.

Detergent Composition. Pat. 2,385,075. Patented Sept. 18, 1945. A non-caking cleanser, and method of making the same, containing powdered silica and dispersed powdered calcium silicate to prevent caking. Group 28-89. Reg. No. 8,818.

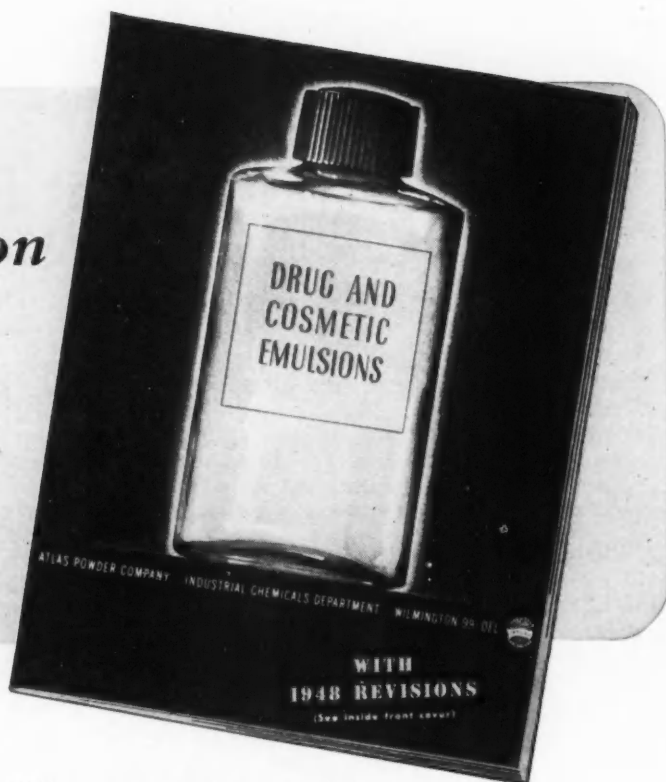
Stabilization of Oleo Oils. Pat. 2,113,216. Patented Apr. 5, 1938. A method of stabilizing oil and fats which comprises adding thereto hydrogenated refined soybean oil and lecithin. Groups 20-11; 28-23. Reg. No. 8,603.

Soap Apparatus. Pat. 2,299,958. Patented Oct. 27, 1942. Method and means for extruding and drying plastic material, such as soap. A series of substantially parallel strands of the material are placed on a moving conveyor transversely of the path of movement of the conveyor and the strands dried. Group 28-41. Reg. No. 8,815.

Cap for Colored Nail Polish Bottles. Pat. 2,340,900. Patented Feb. 8, 1944. A pastic hood-shaped cap for nail polish containers. An element representing a finger nail is pivoted in top of cap and displays color of polish in container. Simulated nail may be swung outward from cap so purchaser may place finger underneath and observe effect of the polish on nail. Allan Robinson, 10 State St., Boston, Mass. Groups 32-21; 39-81; 40. Reg. No. 5,512.

Chemistry and biochemistry of the scent glands of the beaver (castor fiber). Edgar Lederer (Faculte science Lyon, Lyons). *Nature* 157, 231-2 (1946). cf. *Trav. membres soc. chim. biol.* 25, 1381 (1943). The following were isolated from castoreum, the dried scent glands of the Canadian beaver: p-propylphenol, chavicol, ethyl-guaiacol, methyl- and ethyl-pyrocatechol, 3 unidentified phenols, stearic acid, a fatty acid of mol. wt. of 360 and m.p. 70 deg., cinnamic acid, a hydroxyphenylpropionic acid (m. 170 deg.), and cholesterol oleate. Benzyl alc. exists in the free form and as neutral and phenolic esters. Gentisic acid and other phenolic acids are present as esters with neutral alcs. and other phenols. L. believes that these compounds are present because the beaver deposits the aromatic substances of its food in the scent glands instead of excreting them in the urine. (Through *C. A.*, 40, 3809, 1946.)

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WASHINGTON PANORAMA

by ARNOLD KRUCKMAN



Arnold Kruckman

THE units devoted to the business of the perfume, cosmetics, toiletries, flavors, and allied industries, which are part of the Department of Commerce, have been shaken up and redistributed in a manner that apparently still is not quite intelligible nor acceptable to some people in Government. The upheaval occurred about the middle of May.

You will now find Lester A. Barber, the officially acknowledged expert for your industry in Government, located in Room 2347, Temporary Building T. He is just down the hall from the Chief of the Chemicals Division, C. C. Concannon, and L. N. Markwood, the Assistant Chief, who is probably new to you. Also nearby is Thomas Washington Delahanty, Associate Chief of the Chemical and Natural Products Branch. All these people, long identified with the domestic phase of the business, as part of the Bureau of Foreign and Domestic Commerce, now have been attached to the Office of International Trade, and must devote their energies exclusively to the export and foreign aspects of the business.

Obviously, the chief activity at present is to supervise the licensing of materials that are permitted to go to Europe, to South America, and to other parts of the world. Apparently it is anticipated there will be need of great export of chemicals when the ECA throws into gear. At present this European relief organization has not yet been able to do anything but send the most

urgently required needs to the 16 nations. These are chiefly food and fuel and some few drugs and other health supplies. Late in May the head of the ECA, Paul G. Hoffman, was still making his plea before the Senate Appropriations Committee for \$5,000,000,000.

ECA APPROPRIATION

Congress had *authorized* the appropriation but had not actually appropriated the funds in the original law creating the ECA. The House Appropriations Committee was very exhaustive in its investigation, and finished its hearings late in May. The Senate hearings were still in progress at the end of the last week of May. There is great reluctance to pass the bill by reason of the lukewarm sentiment prevailing throughout the country; but in the end the Congress will make the appropriation because the commitment has been too definite to the 16 European nations. When the money is available it is probable the export of chemicals will jump measurably.

Some users of chemicals regard the prospect as so serious that they have appeared formally before Senate Committees to protest, and have asked for the re-imposition of export controls "not only on shipments to Europe and Asia, but also on shipments to South and Central American countries. The most effective way to impose these controls would be to place the key chemicals which are in short supply upon the positive list of controlled commodities. We recognize there are certain demands resulting from the foreign policy of our Government which must be met through the exportation of chemicals as well as other products. We ask that the domestic needs be considered by this Committee and by Congress so that an industry of such great importance to so many workers, business men, and the American public will not be seriously injured."

At present no essential oils, or fixed oils, or other chemical products of immediate interest to your industry, are to be found on the positive list. The positive list is that group of 300 to 400 materials and commodities whose export is restricted.

Fats and oils are so limited that their export is the subject of a special conference which is in progress at the Office of International Trade while this Letter is being written. In the preliminary discussion it developed that the demand for licenses is almost fantastic. Cuba which

has a quota of 16,000,000 pounds lard, insisted it must have 110,000,000; and while pre-war lard exporters to Cuba were 16, there are now 300 applicants for licenses. Fats and oils which now go to Europe on the ECA program are purchased by U.S. Credit and Commodity Corporation of the Department of Agriculture. The hope is vaguely held forth that when matters settle down to normal the Europeans will buy fats and oils as well as other materials directly from the suppliers in the U.S. However, the whole proceeding as outlined is so enveloped in various Government restrictions, both here and abroad, that very little initiative appears left to the discretion of the merchandiser. The latest Department of Agriculture report predicts a greater tightness in the supply of fats and oils during the six months ahead.

ALCOHOL CONTINUES SHORT

Alcohol continues in short supply with no prospect of much relief. Sugar is plentiful, and apparently will be still more abundant. The 1948 Cuban crop is reported by the Department of Agriculture as approximately 6,500,000 short tons, 500,000 tons greater than the record crop of last year. Puerto Rico also has a record crop, as have other sugar centers of the world.

The domestic side of your industry in the Department of Commerce now comes under the supervision of Fred Arden, Chief of the Chemicals Branch, of the newly created Office of Domestic Commerce, who is located in Room 140, Temporary Building T. Mr. Arden has been one of the Commerce personnel for several years. He is, of course, professionally proficient in problems of the chemicals industries. Your immediate problems come under William P. Burke, and Frank Bradley, of the Chemicals and Drug Branch of the ODC, and whom you will find in Room 1402 in Temporary Building. They take the place on the domestic side of the Commerce that Lester A. Barber so long occupied in the organization we have hitherto known as the unit which handled essential oils and toiletries.

The commercial relations with South America presumably have been further fortified by the appointment of Thomas D. O'Keefe as special assistant to Secretary of Commerce Charles Sawyer to function on Latin American Supply Problems. O'Keefe has been the Director of the Commodities Division of OIT, and has specialized on Latin American business both in Commerce and in the Tariff Commission.

These recent creations stem from the powers once given to the Secretary of Commerce by an Executive Order, and the Congress is inclined to think that these powers were not properly exercised because the Bureau of Foreign and Domestic Commerce was established several decades ago by an Act of Congress. The new offices naturally supersede the Bureau in effect if not in formal constitution. The question which will probably be explored by the legislators will be to find an answer to the suggestion that the new Offices virtually wipe out the real intent of the Bureau of Foreign and Domestic Commerce.

The Italian Government has announced that foreigners who invest in Italian enterprises will be permitted to participate in the dividends, and that the dividends may be taken out of Italy. Investments in Italy may be made in the form of capital goods such as industrial machinery

and plant equipment shipped to Italy together with other capital.

COAL-TAR-PRODUCT IMPORTS

The U.S. Tariff Commission recently reported that 39 coal-tar-product items for perfume and flavor uses were imported in 1947. The imports totalled 20,892 pounds, valued at \$83,777. The volume was one-third less than it was in 1946, and the value almost 50 per cent less than in the previous year. The principal imports came from Switzerland, the United Kingdom, and Canada, with very small quantities from Netherlands Belgium, and Mexico. The most important items imported were saccharin and vanillin, benzyl benzoate, and musk ambrette. The saccharin was supplied by Belgium, Netherlands, and Switzerland; the vanillin chiefly from Canada; the benzyl benzoate, all from the United Kingdom; and the musk ambrette, solely from Switzerland.

OIT established an export quota of 11,000,000 pounds of low melting point refined paraffin wax for shipment in the second quarter of this year. No quotas were set for high melting point paraffin wax, and ceresin wax. From El Salvador the American Ambassador reported that the production of Balsam of Peru for 1948 will exceed 200,000 pounds. Roughly half of this quantity is exported to the United States. Exporters are dissatisfied with the present prices of 65¢ to 70¢ per pound.

On May 15 a Guatemalan law established an export control office to regulate the outgoing shipment of essential oils, citronella oil, and lemon grass oil. The producers were placed in charge of the Office. It is in effect an autonomous organization by which the producers control their exports. It was announced the purpose was not to aid and abet speculation but to stabilize the industry. It was particularly noted that one immediate purpose is to raise the price of citronella oil from \$1.10 per pound to \$1.50. Part of the purpose enunciated by the Guatemalans was to increase prices for all essential oils and allied products, and to improve living conditions on the plantations. It also is the plan to form some cooperative program between the Guatemalans and the Javans. The new law will not affect contracts which were in force when it was promulgated.

Poland, according to a report from the American Embassy, recently made a substantial allocation of funds to the growers of mustard, caraway, valerian, peppermint, and camomile, all of which were designated as sources of essential oils. The production is conducted by a large cooperative.

The American Consul General in the Belgian Congo reports in detail on the production of eucalyptus plants, mentioning eucalypti: citrodora, smithii, Marcarthi, globus, dives, phlebophylla or coriacea, sideroxylon, and Ucoxylon. The first five are under commercial production. Details may be obtained by addressing the Essential Oils Section, Office of International Trade, Department of Commerce, Washington, D. C. From Madras, in India, the American Consular officials report that in 1947 India produced between 2,000 or 2,500 tons of nux vomica. The production was greatly reduced because many trees were felled for fuel. From Brazil comes word that the output of menthol crystals has decreased materially since 1945. Over 70% of the product comes to the United States.

NEW PRODUCTS AND PROCESSES

Fluorescent Louver

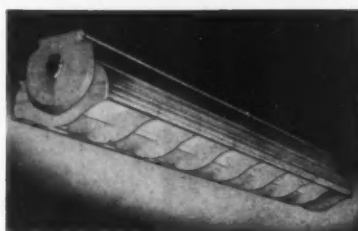
An all-plastic commercial Fluorescent louver, named the Arrowhead, has been announced by the Holden-line Co. The sides, longitudinal and transverse sections are all made of the same material. Self-locking, they are bonded into a unit which the manufacturer states cannot warp, sag, expand or discolor under normal conditions. Construction eliminates dark-to-bright surface contrasts, and diffuses light more evenly.

New Agitator

A new, propeller-type agitator, designed to handle materials having consistencies up to 4 per cent, is now being manufactured by the E. D. Jones & Sons Co. Anchored in the wall of a tank or chest, this cartridge type unit is complete and compact. It is furnished with an electric alarm system which sounds a warning if the water supply, which lubricates the laminated plastic bearings, should fail. It is built in various propeller sizes and requires 5 to 15 H.P. All non-corrosive stainless steel and bronze are used.

Mineral Oil Standard

The Toilet Goods Association, Inc., has issued the following standards for mineral oil: Color, (Not darker than 30 Saybolt. Transparent and free or nearly free from fluorescence), (American Society for Testing Materials, Method D156-38, *A.S.T.M. Standards 1946*, Part III A, page 138); Cloud point, (40 deg. F.), (American Society for Testing Materials, Method D97-47, *A.S.T.M. Standards, 1947 Supplement*, Part III, page 1); Odor, (Odorless at room temperature; no objectionable odor when heated to 95 deg. to 98 deg. C. on a boiling water bath for 30 minutes); Taste, (None); Solubility, (Insoluble in water and ethanol. Soluble in ether, chloroform, benzene, and volatile oils); Viscosity, (Light: 50 to 125 seconds at 100 deg. F. Medium: 126 to 334 seconds at 100 deg. F. Heavy: 335 to



All-plastic Light Unit

365 seconds at 100 deg. F.), (American Society for Testing Materials, Method D88-44 *A.S.T.M. Standards, 1946*, Part III A, page 317); Specific Gravity, (.815 to .910 at 25 deg. C.); Free Acids and Alkalis, (None), (T.G.A. Method No. 2. Shake 20 grams of the product to be tested, in melted form, with an equal amount of hot distilled water. The water remains neutral to litmus and has no more than a faint effect on alkacid test paper); Saponification Value, (0), U.S. Pharmacopoeia XIII, page 647); Sulfur and Sulfides, (None), T.G.A. Method No. 1); Carbonizable Substances, (Must meet test requirements), (American Society for Testing Materials, Method D565-45, *A.S.T.M. Standards, 1946*, Part III A, page 131); Ash, (No appreciable amount), (American Society for Testing Materials, Method D482-46, *A.S.T.M. Standards, 1946*, Part III A, page 106); Arsenic, (2 parts per million maximum as As_2O_3), (T.G.A. Method No. 3); Lead, (20 parts per million maximum as Pb), T.G.A. Method No. 4.

Insecticide

U.S. Industrial Chemicals, Inc., New York, N.Y., has announced the insecticide Pyrenone. It is said to combine quick knockdown power and high mortality to insects. The new insecticide may be used in oil sprays, aerosols, emulsions, dusts or wettable powders. It is said to be safe to use where food is processed for human consumption.

Additional Cap Sizes

Additional sizes are now available in the Empress line of molded plastic closures, according to Owens-Illinois Glass Co., Toledo, Ohio. The line is available in a wide range of colors. In addition to the regular style, the closures can be made with molded well or peg, a feature required when brush applicators are used.

New Catalogs

The Alsop Engineering Corp., Milldale, Conn., has just issued a comprehensive, illustrated booklet. It deals with Alsop Hy-Speed filters, mixers, mixing tanks, storage tanks, airtight tanks, settling tanks, etc. Copies are available upon request.

Hercules Powder Co., Wilmington, Del., has issued a products book. Approximately 100 chemicals are described in the new book. The classifications into which the book is divided are: Cellulose, synthetic resins, rosin, terpene solvents and chemicals, chlorinated products, dairy products and explosives and sporting powders. All of the products are briefly described as to chemical makeup, uses and potential applications.

The Dow Chemical Co., Midland, Mich., has issued a technical service bulletin entitled "Ethocel Hotmelts for Paper Coatings." The booklet contains descriptions of these hotmelts, how they are applied, and the properties obtained when they are used on papers.

"The Apex of Packaging Simplicity" is the title of a new 4-page folder issued by Gerrard Steel Strapping Co. Parcel post and light express shipments are the main object of the TA Model Round Steel Strapping Tool and the coppered steel strapping that reinforces them.



a new, better bromo acid

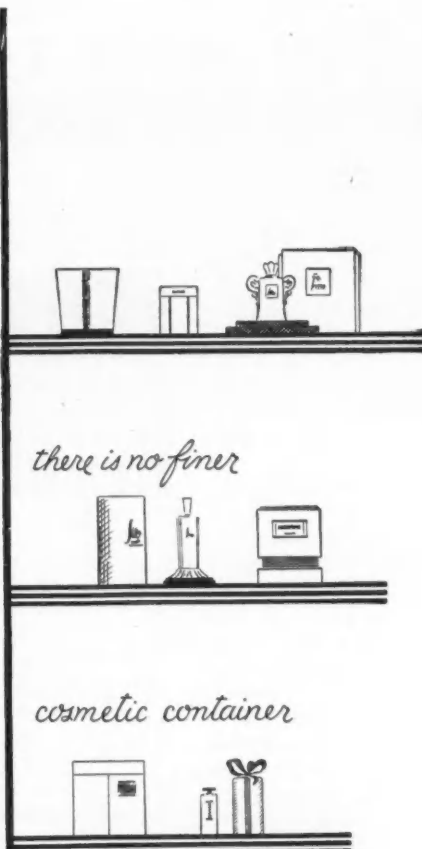
with increased stain power is now available from thomasset • exactly the right shade and consistency to win quick approval for your cosmetics among women of all tastes • and that means increased sales • the cost of this new, *better bromo acid* is no higher than the regular product • because it is produced by thomasset, pioneer in organic lake chemistry, under the strictest standards of uniformity, you obtain equally excellent results, time after time • put arresting warmth and quality into your cosmetics with this new, *better bromo acid* • —number-3321 (d & c 21)

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Harold Hutchins says . . .

BEAUTY PAYS

Warm beauty requires cold cash, Betty Van Gasse, traveling representative of Richard Hudnut Co., recently told Intermountain saleswomen from retail stores, at a meeting in the Hotel Utah, Salt Lake City. Last year, she said, American women spent \$400,000,000 for permanents, yet cosmetic houses believe this represented only 27 per cent of a potential market. They expect to reach 87 per cent of American women when "campaigns of education" are completed. If you've ever wondered how much lipstick an average woman eats off her lips in a year, she added, the experts estimate it to be about nine standard-size tubes. (P.S. It's more if she's pretty!)

TAXES UP 13 PER CENT

Without counting the European Recovery Program and all other foreign and defense proposals awaiting decision, all taxation currently takes 13 cents more than it did in 1939 out of every dollar of income received as wages, salaries, and miscellaneous proceeds of capital operations by all the individuals in this country.

IT'S YOUR BUSINESS

It is false, despite Communist propaganda, that "the rich are getting richer and the poor are getting poorer" under our free economy. The facts are brought out in a study by Rev. Edward Keller, C.S.C., director, Bureau of Economic Research, University of Notre Dame. In 1917, Father Keller reports in "The National Income and Its Distribution," Americans with an annual income of \$25,000 or more got seven per cent of the nation's entire income after taxes. In the last

year for which figures are available, 1944, they got only one per cent. Their dollar income—almost \$9 billion in 1928 was less than \$2 billion in 1944. Father Keller also tells where that money goes. Americans making under \$5,000 a year, he says, have greatly improved their position. In 1917 they received 87 per cent of total personal income. In 1944 they got 90 per cent. The dollar figures are still more impressive. The group under \$5,000 received \$47 billion in 1917 and \$140 billion in 1944, or a gain of \$93 billion in one generation. In 17 years, 1928 to 1946, Father Keller finds, national income rose 93 per cent, but corporate dividends went down 14 per cent. "Taking our economy as a whole" Father Keller reported, "the main item of cost of production of all goods and services is labor cost, while the cost for the use of tools is a relatively minor cost."

AGAINST FEDERAL CONTROLS

Approval of the European Recovery Program and the voting of larger defense appropriations have liquidated for the present the growing pessimism among some managements about the future of business, but this effect is more psychological than real, declares Henry H. Heilmann, Executive Manager of the National Association of Credit Men. The production and distribution required by these programs will bolster business for a time, he points out, but such increase will be moderate when compared with our total national volume. Among the lines of industry which will be most actively affected, he added, were plane manufacture, some heavy goods industries, tobacco, coal, machinery, some agriculture products and possibly certain textile lines.

COSMETICS & DRUGS SECOND

The cosmetic and drug industry took second place in the use of advertising time over the American Broadcasting Company network in 1947, with expenditures of \$11,200,995. First place was held by the food and beverage field. Of the 1947 total, \$8,533,230 was spent on advertising drugs and remedies; \$4,258,183 for toilet goods; \$2,723,505 for cosmetics; and \$2,718,673 was spent on advertising dentrifices.

MORE GOODS FOR ALL

Maximum production of goods—made available to the greatest number at the lowest prices—is a basic answer to inflation. Americans know well that in production—more production and more productivity—is the answer to many problems which plague us today. Our ability to produce—to outproduce the whole world in fighting goods—made us the arsenal of freedom in two global wars. The ability to produce and the will for unity under common stress—these are the things which set America apart in all mankind's history.

\$8,000 INVESTMENT

How high costs have affected manufacturers was revealed in the recent annual report of one of the big automobile companies. The report said it now costs an average of \$8,000 to supply buildings and tools for each of its 380,000 employees, compared with \$6,000 for each of 260,000 employees on the payroll before the war. "To provide employees with places to work and the necessary equipment and working capital, there was required at the end of 1947 a total investment almost double the average for the four pre-war years," the company added.

BEAUTY AND PERFORMANCE THAT CREATE DEMAND

In your bath crystals . . . delicate, sparkling beauty is an absolute necessity. And the eye-catching beauty of Solvay SNOWFLAKE CRYSTALS is sure to capture the eye of the most discriminating buyer.

But to further insure a steady demand, Solvay SNOWFLAKE CRYSTALS adds many extra, highly-desirable performance features to definitely make this a product of *beauty and performance*. See for yourself the extensive list of advantages that Solvay SNOWFLAKE CRYSTALS offers you . . . for increased demand, increased sales—increased profit!

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Takes perfume easily

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Will not change physically or
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Non-caking

Low cost

Mild and non-irritating to the skin

Special detergent properties help soap lather better

URGES "SELF-HELP"

The English people are "working to get out" of dependence on state help, but the United States may get onto that path unless "American businessmen take an intelligent interest in politics," the Hon. Norman Tiptaft, British industrialist and former Lord Mayor of Birmingham, declared in a Denver speech, recently. Addressing businessmen from Colorado and other Mountain States at an industrial conference, Mr. Tiptaft said that the very people who told English workers two and one-half years ago that they could get something for nothing are now telling them to work harder without more wages. Stressing that he was not in the United States for the British Government or for any political party, Mr. Tiptaft said that "if our two countries are to work together in peace as in war, it can only be done on a basis of mutual understanding and respect." He assured his audience that when America is looking for friends to maintain peace, "you need not worry whether Britain can stand up to the job." "When things go wrong," he added, "there is always a tendency to blame somebody else." In his country, he said that they usually blame the government. But, with that, there sometimes goes a tendency to expect something from the government. The British people, he concluded, are, to some extent, getting out of that habit, but it is not impossible that Americans, unless they watch out, may get into it. Mr. Tiptaft paid tribute to manufacturers as "the greatest force for prosperity the world has."

WHAT'S NEW DEPT.

A new adhesive mounts lavatory fixtures, name plates, charts, maps, etc. on walls without the use of bolts or screws.

WHAT ABOUT COSMETICS?

In its drive to produce better cars at lower costs, the automobile industry has more than 6,000 research engineers, chemists, physicists, metallurgists and designers at work in nearly 200 laboratories. Which can't help but cause one to wonder what sort of picture the cosmetic industry could present in this respect. One goal of the auto researchers is to produce roomier cars that will be lighter and cheaper. They are considering greater use of such materials as aluminum, plastics and glass. One proposal is to save 500 pounds of weight by fusing frame and body into a single unit. Work is also un-

der way on a higher compression automobile engine that will save an estimated 33 per cent in fuel. Some laboratories propose to boost engine power by injecting water and alcohol mixtures into engine cylinders. In short, the auto industry is prodding its engineers to develop a cheap automatic transmission to eliminate gearshift in lower-cost cars; to develop curving, one-piece windshields; rear window ventilation; automatic window lifts; hydraulic steering aids; and built-in jacks. The auto industry at least has found out what some of its problems are and have set out to lick them, which hardly reminds you of the hit-and-miss research attitude of the toilet goods industry, as compared to the automobile and drug fields.

GROUP INSURANCE BOOMS

More than 17 million employees of American firms are now covered by group life insurance, with average protection more than \$1,900 per worker. Group life insurance plans have now been set up by 47,000 companies—an all-time high. These group policies comprise 17 per cent of all life insurance in force in the United States.

\$5,000 IDEA

Employees of a large electrical manufacturing company figured out 7,755 ways to do their work better during 1947, the company has announced. For the 7,755 employee suggestions adopted, the company paid more than \$105,000 in awards to some 5,000 employees. The largest was \$5,000 paid to Alexander McLennan, repair shop foreman, Cincinnati, Ohio, for designing and building a special transformer coil unit that made it possible to repair and recondition transformers in one-quarter of the time formerly required.

SCIENCE AIDS CROPS

American industry's research on farm equipment, according to Assistant Secretary of Agriculture Brannan, has made a start toward eliminating the "man with the hoe"—long regarded as the symbol of overworked and unrewarded members of the farm population. "The man with the hoe is on the way out," Brannan said after studying reports on a new weed-killer developed by a chemical company. Sponsors of the weed-killer hope that it will save for the American farmer most of the \$3 billion now lost to weeds annually. Use of the chemical, it was estimated by scientists, will increase crop yields all the way from 15 to 100 per cent.

HEADACHE MASK

Heat therapy for the forehead, cheeks and nose is provided by a two-ounce electric mask that operates either on AC or DC at a controlled 140-degree temperature. It has been accepted by the American Medical Association, and was developed to bring relief to sufferers of head colds, neuralgia or migraine headaches.

WIN ACCLAIM

Books by two Sterling Drug, Inc. scientists are included on the authoritative list of the "100 Best Technical Books of 1947," just made public in New York. The list was compiled for the third successive year by R. R. Hawkins, chief of the Science and Technological Division of the New York Public Library. The two Sterling scientists so honored are Dr. Melville Sahyun, chemist consultant of Sterling Drug, and Nelson S. Knaggs, chemist, and director of the foreign department of Hilton-Davis Company Division, Cincinnati. Dr. Sahyun's book is entitled "Proteins and Amino Acids in Nutrition." Mr. Knaggs is author of "Adventures in Man's First Plastic." Both books were published by Reinhold Publishing Co. of New York.

AQUA PURA

Winthrop-Stearns will open a new water filtration plant at its Rensselaer, N.Y. factory, sometime in June. Construction, which was started in 1946, was necessitated by expansion in the company's production facilities. The unit will have a treatment capacity of 5,000,000 gallons of water a day, providing complete chemical treatment of water taken from the Hudson River, including flocculation, sedimentation, gravity, sand filtration and chlorination for the factory water supply. An accelerator tank, part of the new equipment, is the most recent development in chemical flocculation. The equipment was supplied by Infilco, Inc., of Chicago.

CHAIN SALES UP

Sales of chain stores and mail order houses in 1947 amounted to \$25.2 billion, or more than \$4 billion above the previous year. Sales of this group in 1947 amounted to 21.5 per cent of the total retail sales. Among the non-durable goods group, grocery and combination stores sales for 1947 reached \$8.4 billion, an increase for the year of over a third. The ratio of chain to total sales of grocery stores rose from 32 per cent in 1946 to 34 per cent in 1947.

Silva



We hand to the perfumery trade a new "building block"—**Jasmelia** is a straight aromatic chemical, untouched and unblended. As its name implies, it has a **Jasmin** odor but one which possesses a remarkable characteristic—namely, the much coveted effect of the waxes of the natural **Jasmin**.

POLAK & SCHWARZ, NEW YORK, CHICAGO

SHINE 'EM UP!

A cleansing and polishing compound that washes and waxes an automobile in one operation has just been perfected by a Midwest chemical company. The chemical properties of the compound permits its suspension in water so that the wax is evenly distributed throughout the solution, which is prepared by dissolving two ounces of the compound in two gallons of water.

HOT AND COLD

A new combination ice pack and hot water bottle has been developed by the industry for the convenience of consumers. Placed in a refrigerator, the chemically-treated liquid inside the pack partially freezes; placed in hot water, the liquid absorbs heat and retains it for some time.

HEALTHY NATION?

With sales of most everything booming, Americans are currently spending almost as much for alcoholic beverages and tobaccos, as they are for all medical care and religious contributions combined. This was shown in a study, by the Department of Commerce, tabulating percentage distribution of total consumer expenditures for the last three months of 1947—food 31; clothing 12; rent 8; alcoholic beverages 5.4; tobacco 2.2; furniture and household equipment 6; recreation 2.2; transportation 2.7; other services (medical care, religious contributions, etc.) 8.6

PROPRIETARY CONVENTION

The 66th Annual Convention of the Proprietary Association of America was held May 23 to 26th, inclusive, at the Hotel Claridge, Atlantic City, N.J. Retiring president of the Association, Kenneth A. Bonham, who also is president of the Emerson Drug Co., sounded a warning against two current problems facing the industry—one being the relentless, rising costs of doing business today, when the margin between what a manufacturer puts out and what comes back to him grows thinner and thinner, and other problem concerns the continuing rise in freight rates. If what the railroads now propose and have before the Interstate Commerce Commission should be allowed by that Government Agency, said Mr. Bonham, this single added burden could upset the industry's whole price structure and endanger the stability of the proprietary medicine field. He also announced a new public relations program, under the guidance of E. T. T.

Williams of the Lambert Pharmacal Co., which will let the public know something of the industry's unpublicized contribution of research to the advancement of medicine. As an example, Mr. Bonham stated that members of the Proprietary Association last year had invested some \$14,000,000 in drug and medical research, and in scientific control programs. Other speakers included Dr. Austin Smith of the American Medical Association; Dr. F. J. Cullen, executive vice president of the Proprietary Association, who called for expanded research and scientific control programs; James Hoge, general counsel of the Association; George P. Larrick, assistant commissioner of Food and Drugs for the Federal Government; and Russell P. Cain, president and scientific director of "The Therapeutic Research Foundation." Several papers of a scientific nature were also presented during the sessions, including one by Dr. Heber W. Youngken of the Massachusetts College of Pharmacy; and others by Dr. Thomas E. Lewis and E. F. Woodward of S. B. Penick; E. G. Kleiner of the Pacific Coast Borax Co.; and Utley W. Smith of The Magnesia Insulation Manufacturers Association. A rather elaborate entertainment program unfolded under the capable chairmanship of Arthur Pryor, Jr., of Batten, Barton, Durstine & Osborne, a New York advertising agency. Walter Beardsley, president of the Miles Medical Co., succeeded Mr. Bonham as president of the Association for the coming year.

ANALGESICS CONFERENCE

Scientists and narcotic law enforcement officers discussed the newer synthetic analgesics, Dermol, Methadon, and a compound as yet unnamed, in the Roosevelt Memorial Building, American Museum of Natural History, in New York, last month. The conference was organized by Dr. Maurice L. Tainter, director of the Sterling-Winthrop Research Institute, under the auspices of the New York Academy of Medicine. Fourteen speakers discussed methods of studying control of pain and the pharmacology of newer drugs.

CONTINUES DISPLAY

The Exhibit of Displays opened by Kay, Inc. last January at the Penthouse Gallery, 9 East 40th Street, New York City, is reported to have caused such interest on the part of national advertisers and their agencies that it has been decided to continue the Exhibit permanently, with changes of displays.

TAKE OWN COURSE

One hundred employees of the William R. Warner-Richard Hudnut organization have just completed the six-weeks' personal improvement program of the firm's DuBarry Success Course. Made available to women of the office staff at a special price, the course was conducted on a group enrollment plan which provided the complete printed lessons and full complement of the DuBarry Beauty and Make-up Preparations for each girl to use at home. The company cafeteria cooperated on the program by providing a special DuBarry Beauty Plate at lunchtime for those who were working on weight adjustment. Among the improvements noted in those taking the course were weight adjustments ranging from a gain of five pounds to a loss of 22, posture correction accounting in one case for a gain of 1 1/8 inches in height, a new understanding of proper selection of foods, and a new skill in make-up and hair care.

RECEIVES HONOR

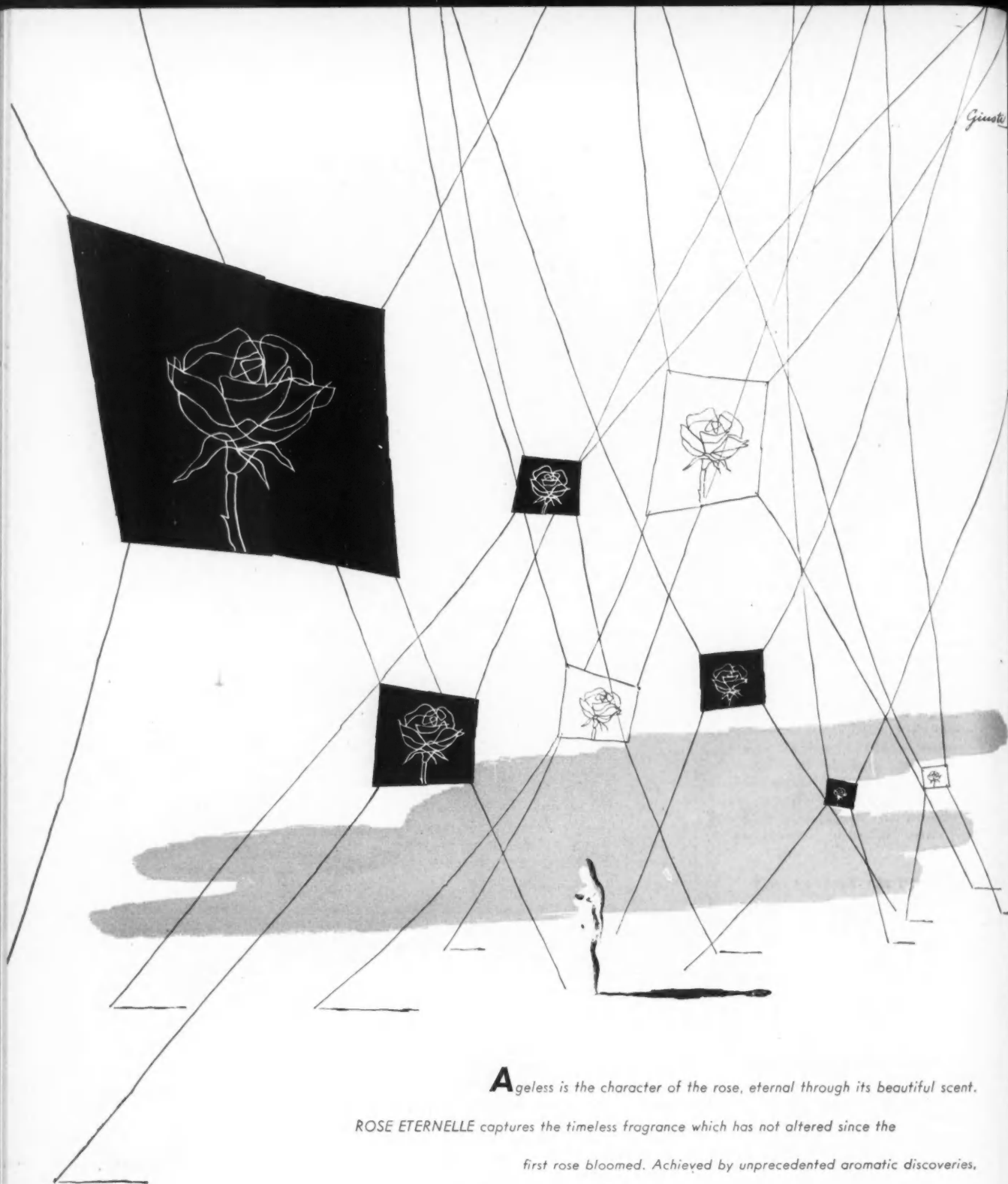
Dr. Karl Folkers, director of Organic and Biochemical Research in the Research and Development Division of Merck & Co., Inc., has been elected to membership in the National Academy of Sciences. He was among the group of Merck chemists to recently isolate the new B₁₂ vitamin, which combats pernicious anemia.

"FRANCE COMES TO YOU"

The organizers of the French Trade and Travel Exhibit, "France Comes To You," which opened early in June, feel they have succeeded in tackling from a new angle the old problem of setting up a commercial exhibition. This exhibit, sponsored by the French Chamber of Commerce, 610 Fifth Avenue, New York, will visit the larger cities and tie-in with French goods featured by the leading stores in communities visited.

PACKAGING TRIPLES SALES

The increased selling power of rigid transparent packages, and greatly expanded fabricating capacity through equipment improvements, has caused one manufacturer of transparent plastic packaging materials to triple production capacity during last year, it was reported at the recent Annual Packaging Exposition and Conference held in Cleveland by the American Management Association.



Ageless is the character of the rose, eternal through its beautiful scent.
 ROSE ETERNELLE captures the timeless fragrance which has not altered since the
 first rose bloomed. Achieved by unprecedented aromatic discoveries,
 ROSE ETERNELLE is the fragrance of roses, not a substitute for rose absolute or
 otto of rose, products of mechanical processing of the flower. Invaluable for blending,
 ROSE ETERNELLE in a formula is evocative of the very presence of roses.
 If a Rose perfume as such is desired, ROSE ETERNELLE can not be surpassed.
 Let us acquaint you with this distinctive creation.

fleuroma, inc.

73 Sullivan Street

New York 12

HEYDEN DIVIDEND

A dividend of 25¢ per share on the outstanding \$1 par value common stock was declared last month by the Board of Directors of the Heyden Chemical Corp. It became payable on June 1st, to holders of record as of May 17th. An 87½¢ dividend on the outstanding 3½ per cent cumulative preferred stock was also declared by the Board. It was also payable June 1st to holders, as of May 17.

HAIL PENNSYLVANIA

More than \$45,364,000 will have been invested since the war in new plants and equipment in Pennsylvania by 39 chemical products companies, it was shown in an industrial survey recently announced by Governor James H. Duff of Pennsylvania.

CONDUCTS TOURS

Hercules Powder Co. has inaugurated a series of tours of several of its plants and laboratories for student chemists, chemical engineers and their professors. The tours include the Hercules experiment station, the company's central research laboratories, their cellulose products and chemical cotton plants, and the naval stores plant.

SCIENTIFIC PACKAGING

"Two primary factors make packaging an important science in commercial fields today," says William K. Allen Ferguson, manager, Pacific Coast Division Reynolds Metal Co. "First, is the rapid growth of self-service stores and second, the problems of shipping and climatic conditions," he said.

P.C.P. & S. REUNION

The Alumni Association of the Philadelphia College of Pharmacy and Science held its Spring Reunion Dinner at the Down Town Club in Philadelphia on May 27, with special arrangements made for the "3" and "8" classes. Dr. Karl Scholz of the University of Pennsylvania was the guest speaker and was introduced by Dr. Ivor Griffith, president of the College.

PURELY PERSONAL

ALBERTA McINNIS, who majored in voice at the University of Oklahoma, would rather sing the praises of Dermetics to the people of the Southwest, than grace the choirs and concert platforms as a singer. After leaving college, she studied dermatology and found it more

fascinating than music, which is why Dermetics scientific approach to beauty is so dear to her heart.

VELMA GALLAGHER, formerly connected with Armand, Richard Hudnut, and Northam Warren, has joined Colonial Dames and will take charge of their field education and training, as well as conducting their cosmetic "Know-How" schools, and contacting Colonial Dames' demonstration accounts.

MIRIAM GIBSON FRENCH, formerly with Shulton, and Charm Magazine, and who recently opened her own office, has been appointed by Tresses of Hair, Inc., to do promotion and publicity on their products. Tresses are hair pieces which have been attracting much attention lately, due to their high quality and budget prices.

C. OTTO MOSBRUGGER, Ohio pharmacist, has just been re-elected secretary of the Dayton Drug Association for the 32nd consecutive year.

OWEN STONER and Paul W. Pearson have been elected vice presidents and directors of Prince Matchabelli, Inc. Mr. Stoner continues his duties as advertising and promotion manager, while Mr. Pearson assumes the duties of Leo V. Talamini, recently resigned.

WILLIAM MORRISON has been elected vice president in charge of sales by the Dolcin Corporation, reports Victor van der Linde, president of the corporation.

VERONICA DENGEL, self-styled "Beauty Engineer," is waging a one-woman campaign against the 20 per cent luxury tax on cosmetics, by visiting the larger cities and urging women to barrage President Truman with letters, urging repeal of the tax.

VIVIAN LLOYD-JONES, advertising manager of Ogilvie Sisters, reports that they have made available to sales people throughout the country a "Hard and Soft Water Chart of the United States," which aids women in obtaining the proper type of shampoo to fit conditions of the water in their respective communities.

MARJORIE von BRONKHORST will lecture and generally promote Helena Rubinstein's beauty preparations in Australia.

LEVER BROTHERS will build its own fatty acid production plant at Hammond, Ind.

PAUL MILLER, president of Golden Fleece, will introduce a new dinner napkin that will not slide off the lap or leave any lint on dark suits.

COTY does 1/3 of its business in the first six months of the year and the other 2/3 from July 1st to the end of the year, reports Coty president, Philip Courtney.

ROBERT MAGNUS, JR., whose father is an executive of Magnus, Mabee & Reynard, was recently selected this year's "Boy Borough President" of Brooklyn, N.Y., by the Greater New York Committee of Boys and Girls Week.

HARRY HAUS, vice president of Tangee, returns from an extended South American business and pleasure trip.

RACHEL ZANE, formerly with Hattie Carnegie and Jay Thorpe, has been appointed accessory buyer for Helena Rubinstein.

McKESSON & ROBBINS plan an increased advertising campaign on their Tartan, which will make it the biggest ever seen in the suntan lotion field.

STILLMAN R. GOFF has been named assistant research director of Toni Co.

ART WELSH has been appointed sales manager of Jordan Associates of Chicago.

JOHN HANLON, formerly with Milkmaid, has been made assistant sales manager of Dermetics, in charge of distribution through the beauty jobbing field.

SMITH VICTORY has purchased Al Rosenfeld, American distributors of Worth, Vigny and Suzanne perfumes.

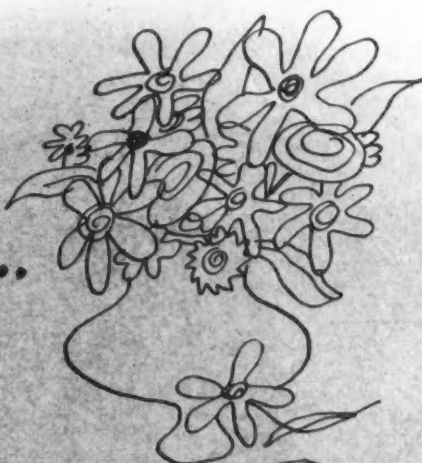
FULLER BRUSH CO. will hire a minimum of 10,000 women to sell Daggett & Ramsdell's Debutante line from door-to-door.

OLGA FABIAN, formerly publicity director of Dorothy Gray, has been selected to serve as the new beauty editor of Town & Country.

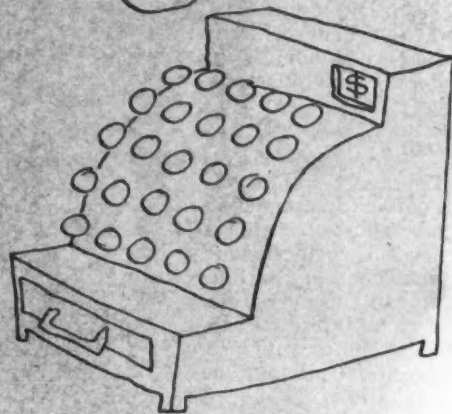
ESTEE LAUDER recently filled an order from the Duchess of Windsor for \$100 worth of her high-quality cosmetic preparations.

TEK HUGES has a new technical film and educational program, to help sales girls in department stores, that is meeting with immediate approval.

Good scents...



good sales...



USE NORDA

Your product sells better if it smells better. . . .

So you can see why Norda's list of new customers grows longer every day. New customers keep coming because Norda makes good scents.

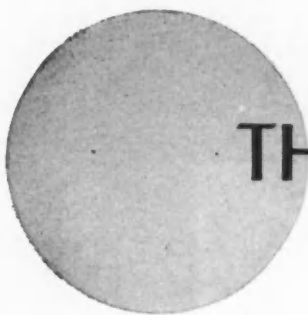
The experts here at Norda have always

been crazy about quality. Their skill has created many of the exciting odors and essences which distinguish today's best-selling perfumes, soaps, lipsticks, colognes. . . .

Free samples from Norda will tell *you* the story. Send today and get yours. Your request obligates only *us*.

Norda Essential Oil and Chemical Company, Inc.
601 West 26th Street, New York 1, N. Y.

CHICAGO • LOS ANGELES • ST. PAUL • MONTREAL • TORONTO • HAVANA • MEXICO CITY • LONDON



THE ROUND TABLE -

Congress Clarifies District of Columbia Tax

The Cain Bill, clarifying the tax levied on companies making sales in the District of Columbia, has been passed. According to the Bill, a tax on income of the company making sales within the District is not levied unless the company actually has an office or business establishment in the District.

Bjorksten Takes Patent Office to Task

Dr. Johan Bjorksten, president of Bjorksten Research Laboratories of Chicago took the Patent Office to task in an open letter to the Commissioner of Patents, dated April 26. It said that the number of patents issued in 1947, the lowest since 1888, was due to the required disclosures entailing so much work in chemical cases that few can afford the necessary work.

Lawrence Flett Elected President of American Institute of Chemists

The American Institute of Chemists elected the following officers at its Silver Anniversary Meeting, May 7, at the Waldorf-Astoria, New York: President, Lawrence H. Flett, director, New Products Division, National Aniline Division, Allied Chemical and Dye Corp., New York, N.Y.; vice-president, Dr. Raymond E. Kirk, Polytechnic Institute of Brooklyn; secretary, Dr. Lloyd Van Doren, chemical consultant; treasurer, Dr. Frederick A. Hessel, president, Montclair Research Laboratories, Montclair, N.Y.

A. L. van Ameringen on Board of Trustees of College of Pharmacy

A. L. van Ameringen has been elected to the Board of Trustees of the Columbia College of Pharmacy of the City of New York.

The Columbia College of Phar-

macy has announced that it will again conduct its Perfume Seminar under the direction of Mr. van Ameringen in the Fall school session this year. The purpose of the seminar is not to teach the art and technique involved in the creation of perfumes, but rather to treat the non-technical aspects of perfume evaluation, proper use and marketing which will be of interest to merchandising and advertising executives as well as buyers and beauty editors concerned with the perfume and toiletries field.



A. L. van Ameringen

The seminar consists of six weekly lectures, each immediately followed by an hour period of questions and discussions. The meetings are scheduled for Wednesday evenings from 8:00 until 10:00 at the College of Pharmacy, 113 West 68 St., New York, N. Y., starting Oct. 13, the last meeting to be held Nov. 17.

Toilet Goods Manufacturers Association to Meet June 24-27

The Toilet Goods Manufacturers Association is to meet at Manoir Richelieu, Murray Bay, P.Q., June 24-27.

Arrangements have been made whereby guests and members may go by Canada Steamship Lines. The S. S. St. Lawrence leaves Victoria Pier, Montreal at 7:45 p.m. (D.S.T.) Also, the Canadian National Railways operates from Montreal to Murray Bay.

Merck Announces Ten Fellowships

The Merck Fellowship Board of the National Research Council has announced that ten fellowships have been awarded for the academic year 1948-49. They are as follows: David Henry Brown, enzymes; Daniel Carleton Gajdusek, protein physical chemistry; Malcolm Gordon, embryonic and cancerous tissues; Casper Wistar Hiatt, biophysics; Rufus Worth Lumry, Jr., enzymic catalysis; Clement Lawrence Markert, growth and differentiation of cells; Gunther Sigmund Stent, biological reactions; Arthur Beck Pardee, preparation for research in medical chemistry; Lorin J. Mullins, radioactive tracers; and Nevin S. Scrimshaw, toxic complications of pregnancy.

Spice Association to Promote Trade

A program to promote the use of spices in the U. S. was adopted at the 42 annual convention of the American Spice Trade Association, meeting at the Hotel Astor, May 3.

The following officers were elected: President, Lester W. Jones; vice-president, Harry J. Schlichting; and treasurer, William Archibald, Jr.

Sales Affiliates Wins Court Decision Against Helene Curtis

On May 7, Federal Judge Michael Igoe, of the U.S. District Court of Northern Illinois at Chicago, handed down a bench decision in which he held that patents held by Sales Affiliates, New York, N.Y., were infringed by Helene Curtis. The amount of damages are expected to be in excess of \$1,000,000. Sales Affiliates recently won patent suits against Carter Products, Inc., and Elizabeth Arden on odorless depilatories.

Hibiscone

for Fixing, Blending, and Stabilizing Perfume

Hibiscone is of equal interest to the perfumer, the cosmetic technician, and the soap maker, to all of whom the completeness, stability, and the lasting quality of perfume is of prime importance. Its pleasing, persistent, and diffusive odor recalls that of natural Musk and Ambrette Seed. Its breadth of applicability together with other advantages, have placed it in a class by itself. A unique property is its lack of discoloration.

*Descriptive matter and samples
will gladly be sent upon request.*

VAN DYK & COMPANY, Inc.

Belleville 9, New Jersey

LOS ANGELES 26

1282 SUNSET BOULEVARD

Leslie Hindle Visits North America

John Leslie Hindle, managing director of Standard Synthetics, Ltd., London, England, left London air-



J. L. Hindle

port on June 1 on a few weeks visit to North America. Mr. Hindle is visiting the Canadian International Trade Fair in Toronto, and is renewing business contacts in Toronto and Montreal.

Miss Van Den Bergh Elected to Gerard Danco Board

Gerard J. Danco, Inc., New York, N.Y., has announced that at a recent stockholders meeting Miss M. Van Den Bergh, who is secretary of the corporation, was elected to the Board of Directors. Miss Van Den Bergh has been associated with Gerard J. Danco, Inc. in various capacities for almost 10 years.

Dowling Becomes Assistant Sales Manager of Dodge & Olcott

It has been announced that Arthur L. Dowling has been appointed assistant sales manager of Dodge & Olcott, Inc., New York, N.Y.

Mr. Dowling joined Dodge & Olcott in 1946 and has been in charge of the De Laire perfume department. In his new post, Mr. Dowling will direct merchandise sales under vice-president Charles O. Homan.

Mr. Dowling served in the Navy for six years where he had command of two ships, held the rank of Lt. Commander, and was awarded the Navy Cross at Okinawa.

G. F. Sterne & Sons Represent Atlas Powder Co.

The Atlas Powder Co., Wilmington, Del., has announced the appointment of G. F. Sterne & Sons, Ltd. as a Canadian distributor for Atlas chemical products, including Sorbitol, Mannitol, and surface active agents known by registered trade names Span, Tween and others. The Sterne offices are located at Brantford, Ontario.

Atlas last year completed expensive additions to its Sorbitol manufacturing facilities and will soon complete further additions for the synthesis of surface active agents from Sorbitol and other compounds.

Steimer Made Market Development Manager for Owens-Illinois

Earl D. Steimer has become Pacific Coast Market Development Manager for the Owens-Illinois Glass Co. He succeeds Bert Van Cleve who has been named managing director of the Olive Advisory Board.

Edmon Succeeds Couderchet at Naugatuck Aromatics

Harold J. Edmon has been appointed manager of the Naugatuck Aromatics Division of the U.S. Rubber Co. He succeeds M. G. Couderchet, who is returning to the staff of Bruno Court, Grasse, France, as sales manager.

Mr. Edmon has been manager of the Chicago branch of the firm since 1941. He joined the division in 1933.



Harold J. Edmon



M. G. Couderchet

After a time at the company's plant in Naugatuck, Conn., and office in New York, he was transferred to Chicago in 1936. His office will be at 254 Fourth Ave., New York, N.Y.

Until 1934, Mr. Couderchet was export manager of Bruno Court. In that year, when Naugatuck was named United States representative of Bruno Court, he came to this country to be sales representative for Naugatuck. He became manager of Naugatuck in 1938. The division will continue as distributor of Bruno Court's line of essential oils and natural extractions.

Evans to Represent U. S. in Olympic Yachting Regatta

Ralph L. Evans, son of Dr. Ralph Evans president of Evans Research and Development Corp., New York, N. Y. is to represent the U. S. in the single-handed class of the Olympic Yachting regatta in England this Summer.

Tri-City Golfers to Meet in St. Louis

The Associated Drug and Chemical Industries of Missouri, Inc., will be host on June 28 and 29 to the Allied Drug and Cosmetic Association of Michigan, Detroit, Mich.; Chicago Perfumery, Soap and Extract Association, Chicago, Ill.; and the Chicago Drug and Chemical Association, Chicago, Ill. The occasion is the Annual Tri-City Golf Meet between the four clubs. A cocktail party will be held at the Sheraton Hotel, June 28, with lunch, golf and a dinner dance the following day at the Sunset Country Club.

Arthur Broadman Assistant Vice-President of Heyden

Arthur R. Broadman has been made assistant vice-president of Heyden Chemical Corp., New York, N.Y. He will be in charge of engineering for the entire corporation. Mr. Broadman joined Heyden in 1939.

Andre Givaudan Announces New Specialties

A cocktail party and reception to welcome Andre Givaudan of L. Givaudan & Cie., S.A., Geneva, attended by approximately 200 leading personalities of the perfume and cosmetic industry, was given by Givaudan-Delawanna, Inc., at the University Club, May 27. Mr. Givaudan, who is here on a brief visit on his way to South America, discussed the supply situation and market trends in Europe.

"The result of many years of research in both natural and synthetic perfume products, that have been conducted in our laboratories in Geneva," Mr. Givaudan stated, "will be felt in the American perfume and cosmetic industry, with the forthcoming introduction of several important synthetics and spe-



Andre Givaudan

cialties. The studies have included research on irone, nerolidol, farnesol and new musks, among others, and also on specialties based on these products.

Service



★ Not only dependable

★ Not only prompt

★ Not only right in price

★ But service that is complete—that strives to take care of any emergency.

★ Service that is evidenced at all times in highest quality perfumers and soapmakers raw materials.

★ Service that works *with you* and *for you* at every step.

Synfleur Scientific Laboratories, Inc. Monticello, N.Y.
REG. U.S. PAT. OFF.

FOUNDED 1889 BY ALOIS VON ISAKOVICS

ATLANTA • DETROIT • HAVANA • RIO DE JANEIRO • MEXICO, D. F.

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NEW YORK CITY EXPERIMENTAL LABORATORY — 509 MADISON AVE., NEW YORK 22, N. Y. — ELDORADO 5-4757

Charles C. Cummings & Co.

Plan Plant Addition

Charles C. Cummings and Co., Toronto, Canada, manufacturers of dentifrices, tonics, ointments and tablets, plan a one-story concrete addition to its new plant on Dundas Street. The expansion will permit segregation of manufacturing and finishing operations; including filling, labeling, bottling, wrapping, packing and shipping.

Smith Victory Acquires Al Rosenfeld, Inc.

Smith Victory Corp., Buffalo, N.Y., manufacturers of hair and bobby pins, in business for over 70 years, has acquired the selling rights to the Worth, Suzanne and Vigny perfume lines from Al Rosenfeld, Inc.

Howard T. Saperston, president of Smith Victory, will be president of the combined operations. He will be assisted by George A. Stevens as executive vice-president and general manager, and Theodore Lande as vice-president in charge of sales. Mr. Rosenfeld has retired from the firm for an extended vacation.

Headquarters for the distribution of the perfumes will remain at 9 East 38 St., New York, N.Y.



Shown above is the football team of Etablissements Antoine Chiris, winner of the football cup of the Chemical Industries of France for 1948. The finals took place on April 17, between the Etablissements Antoine Chiris team, Marcel Luquet, captain, and Etablissements Fournier-Ferrier team of Marseille, Mr. Laurer, captain. Shown at the far left is Leon Chiris, chairman of the Board of Etablissements Antoine Chiris.

George Russell Joins W. F. Zimmerman

George F. Russell, formerly with Elizabeth Arden, Inc., and Helena Rubinstein, Inc., has been appointed sales manager of W. F. Zimmerman, Inc.

Peter Andrews Returns to Australia

Peter Andrews of Paul Dewal (Aust.) Pty., Ltd., cosmetic manufacturers of Melbourne, Australia, has returned home after spending several weeks in the United States.

PLYMOUTH CRYSTAL "E" WHITE OIL

This oil has been the standard for many of America's very oldest cream manufacturers since their origin. It is water-white and crystal-pure . . . odorless and tasteless . . . of U. S. P. Acid Test and free of fluorescence . . . especially refined for the cosmetic industry and as pure as a mineral oil can be made. Because of its extra lightness you should specify it for the soft, light, fluffy creams demanded today.

Other mineral oils of heavier body if desired.

A Complete LINE OF COSMETIC RAW MATERIALS



PLYMOUTH PETROLATUMS U. S. P.

All Petrolatums are refined and straight filtered from Pennsylvania Crude. None are acid treated and all are long fiber and of U. S. P. grades.

Both soft, low melting point consistencies and pharmaceutical grades . . . as well as the regular grades for the drug and cosmetic industry. All grades are offered from Snow White to Amber.

M. W. PARSONS

Imports

59 BEEKMAN STREET

NEW YORK, N. Y., U. S. A. and PLYMOUTH ORGANIC LABORATORIES, Inc.

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BRIDGEPORT

Metal Cosmetic Containers Caps and Closures

Perfume and cosmetic manufacturers for more than a quarter of a century have recognized the precision craftsmanship of Bridgeport Metal Cosmetic Containers.

The consistent uniformity and beauty of our products has resulted in many leading manufacturers remaining as consistent users of Bridgeport Metal Containers.

When you are again planning a product that requires an original design be sure to examine the fine precision and decorative beauty of Bridgeport Products.

Bridgeport Produces

Vanities

Jar Caps

Bottle Caps

Lipstick Containers — Swivel, Slide, Automatic

Dry and Paste Rouge Cases

Powder Boxes

Perfume Vial Cases and Caps

Lip Brushes

Drawn Talc Containers

Miscellaneous Make-up Cases and Other Metal Specialties

THE BRIDGEPORT METAL GOODS MFG. CO.

Established in 1909

BRIDGEPORT, CONN.

PHONE: BRIDGEPORT 3-3125

Paisley Names New Technical Director

Murray Stempel, vice-president and general manager of Paisley Products, Inc., has announced the appointment of Sam Schuller as technical director of the firm's combined operations. Previous to his appointment, Mr. Schuller served as chief chemist of the Paisley Chicago laboratories.

Charles P. Taft Addresses CDACA

At the regular monthly meeting of the Cincinnati Drug and Chemical Assn., which was held on May 3, at the Hotel Sinton in Cincinnati, Charles P. Taft was the featured guest. His topic was "Labor Relations in the Chemical Industry."

Maurice Cola of Paris Visits United States

Maurice Cola, chemist and perfumer of Paris, France, a brother of the late Felix Cola, sailed from France May 27 for New York where he spent a week before sailing June 4 for Peru, where he set up a laboratory for Richard O. Custer in Lima.



A part of the audience of 150 customers and guests who attended the lecture and colored motion picture presentation "The Production of Essential Oils in the Western Hemisphere," given by Dr. Ernest Guenther of Fritzsche Brothers, Inc., New York, N.Y., in Denver, Colo.

For 14 years, Mr. Cole was chief chemist for Tokalon in Paris. He served in the war as an interpreter and was taken prisoner but escaped 15 months later. In 1944, he went into business for himself as a consulting chemist.

Frans Koster Establishes Company in Connecticut

Frans B. Koster who has been identified with the beeswax business both abroad and in the United

States for twelve years has organized the F. B. Koster Wax Refining Co. at Guilford, Conn. A newly constructed refinery and bleaching with about 5,000 sq. ft. of space will be in operation shortly; and ample facilities have been provided for sun bleaching. Mr. Koster comes from a family which has been associated with the beeswax business for almost a hundred years. For the past twelve years he has been working in the United States and is well known in the cosmetic and allied trades.

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EVENTUALLY—For better creams, with economy

B-W Lanolin the superior quality puts into your cream that which gives the skin that smooth soft velvety feeling.

B-W Lanolin will never cause your cream to darken, is best by test and contains over 15% free and combined Cholesterol.

No other base used in your cream, equals the merits of B-W Lanolin.

B-W HYDROPHIL (Absorption Base) Made in U.S.A.

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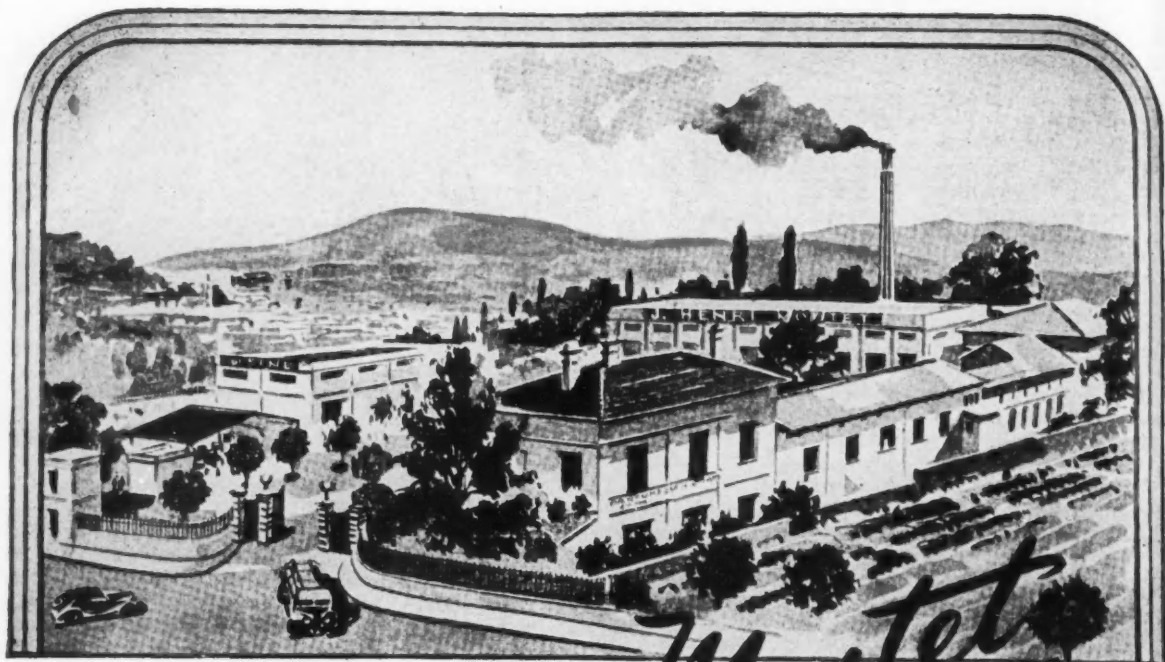
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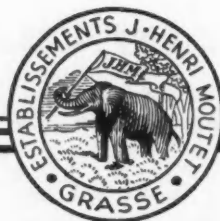
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SOAP · PERFUMERY · COSMETIC & ALLIED TRADES

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Manhattan Chemicals Buys Plant in Black Lick, Pa.

Manhattan Chemicals, Inc., New York, N.Y. has purchased a 20 acre site, with plant and laboratories at Black Lick, Pa. It is thus in a position to offer its clients increased production facilities for halogenation, sulphonation, distillation, etc.

Aromatic Division General Drug Sold to Verona Chemical Co.

C. K. Wellenkamp, vice-president, and for twenty years general manager of the Aromatics Division, General Drug Co., Brooklyn, N.Y., announces his resignation to become associated with the Verona Chemical Co., Newark, N.J., manufacturers of aromatic chemicals.

The Aromatics Division of the General Drug Co. has been sold to the Verona Chemical Co., and business will be conducted at 26 Verona Ave., Newark, N.J.

Enjay Shifts Sales Personnel

Reassignments of representatives in various sales groups has been announced by Enjay Co., Inc., New York, N.Y.

In alcohols and chemicals sales, John Devine, Mid-West Division manager, and Charles Brooks move to New York headquarters from the Chicago office. Robert Short joins the Mid-West Division from the Philadelphia area where he is succeeded by Norman Baker.

Curry Jones joins the New York staff in lubrication and fuel additives sales to assist A. B. Boehm, sales manager.

American Society of Perfumers Meeting

The final dinner-meeting of the American Society of Perfumers for the 1947-48 year was held June 2. The meeting was in the form of a Jamboree with five acts of entertainment. The Arrangements Committee worked hard to assure an unusual evening of fun.

Leo Talamini to Ann Haviland

The Ann Haviland Co., New York, N.Y. has appointed Leo V. Talamini as executive vice-president in charge of sales. Mr. Talamini was formerly with Prince Matchabelli, Inc. as executive vice-president.



The Los Angeles Advertising Club honored the California Cosmetic Association by having "Cosmetic Day" at its luncheon May 18 at the Biltmore Hotel. Through the efforts of Lillian D. Nelson, executive secretary of the Association, many door-prizes were presented. Speakers at the luncheon are shown above. They are, from left to right: Chris Nelson, Dorothy Preble, Arnold Lewis and Gene Salee. The program attracted an overflow attendance.

BIMS Announce Golf Schedule

The BIMS has announced its first golf tournament of the season for June 22, at Baltusrol, N.J. The remainder of the schedule is: Winged Foot, N.Y., August 10, and Wheatley Hills, L.I., August 31.



... your perfume cradled in this dainty display. Tuned to milady's mood, Richford Testers tempt her to lift the stopper—sniff the scent. She tries it, she buys it.

The long applicator yields an ample sample for her hanky or furs. Hurried hands can't cause disaster, since each bottle is secured to the stand.

Stands for any number of bottles to your own or stock designs. In lucite, plexiglass, chrome or polished brass. Round or square glass bottles. Your name in color strikes the dramatic note.

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Container Service Company, 1266 North Western Avenue, Los Angeles, California

J. C. Weller & Company, Gutman Bldg. 8003 Forsythe Blvd., St. Louis, Missouri

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In this photograph you see only half the picture—yet you know there is something more to it. What your eye can't see, your imagination can.

In the formulation of cosmetics, the manufacturing chemist, too, must be gifted with an imagination—backed by skill, experience and intelligence to see beyond the tangible. He must be able to inject into a new product more than the right ingredients. Because that's only half the picture! A keen understanding of product appeal that will bring repeat sales is vital to success as well.

For more than 40 years we have served our private label customers with "both halves". We welcome the opportunity to do the same for you and your product.

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Still using the same "old fashioned" methods proven successful for 95 years.

That's how long we've been bleaching beeswax since we first began operations in Holland in 1852.

Preference for high quality today is as strong as it was then.

That's why our customers would not think of letting us change production methods to gain "speed."

This same high quality extends through our entire line:

U.S.P. Pure Sunbleached Beeswax
U.S.P. Pure Yellow Refined Beeswax
Ozokerite Ceresine
Micro Crystalline Petroleum Waxes
Special Wax Blends

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The American Perfumer

Philip Niles Joins Owens-Illinois in Public Relations

William Levis, Chairman of Owens-Illinois Glass Co., Toledo, Ohio, has announced the appointment of Philip B. Niles, as Public Relations Director. Mr. Niles will be located at the company's general office in Toledo.

Obituary

Horace N. Taylor, Jr.

Dodge & Olcott, Inc., New York, N. Y. announce with deep regret the sudden and untimely death on June 5, at the age of 31, of Horace N. Taylor, Jr. Mr. Taylor shortly after his graduation from Yale University in 1939 entered the employ of Dodge & Olcott as messenger. From then on his advancement was rapid. October 1940 he was sent to the company's Chicago branch as salesman. June 1942 he was inducted into the 14th armored division with the rank of second lieutenant, in which capacity he served until May 1944 when he

returned to Dodge & Olcott.

Due to his successful career as salesman in the midwestern territory, Horace Taylor was assigned to cover upper New York state and Canada. He made many friends as a salesman and his death will be as great a shock to them as it was to the company he served so faithfully. February 1, 1948 Mr. Taylor became assistant to V. H. Fischer, vice-president in charge of purchasing. In this position he was in constant contact with the domestic agents of producers from practically all over the world and in a short time he became very well known. He is survived by his father, a partner in Bleakley, Platt, Gilchrist & Walker of New York and White Plains, his mother, his wife and three young daughters.

Ralph E. Dorland

Ralph E. Dorland died in New York Hospital May 14, at the age of 69. Mr. Dorland was educated at the Peoria Polytechnic Institute and Purdue University.

Upon graduation Mr. Dorland was, for a number of years, proprietor of retail drug firms. In 1918, he joined the Dow Chemical Co., in charge of its pharmaceutical department. In 1920, he became manager

of the New York branch, which post he held at the time of his death.

Mr. Dorland was a former president of the New York Board of Trade, past president of the Salesmen's Association of the American Chemical Industry, a trustee of the Chemists' Club, as well as president of the Synthetic Organic Chemical Manufacturers' Association.

He is survived by a widow and four sons.

Hugo H. Bartold

Hugo H. Bartold, director and vice-president since 1925 of Norda Essential Oil & Chemical Co., New York, N.Y., died in St. Luke's Hospital, May 8, at the age of 85. He had resided in Chicago for more than fifty years. Mr. Bartold was a former president of the Chicago Soap and Perfume Association.

William Hardy

William Hardy who was in charge of the chemical processing department of Shulton, Inc., Clifton, N.J., died June 11, at the age of 53. Previous to his association with Shulton, he was with Leigh, Inc., as general manager. Mr. Hardy is survived by his widow.

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NON-IONIC CHOLESTEROL EMULSIFIERS, PENETRANTS, ABSORPTION BASES AND EMOLLIENTS

Amerchol products are manufactured from specially processed cholesterol and other sterols. Cholesterol in its most active and efficient form.

For oil-in-water and water-in-oil creams, ointments and lotions. Exceptional emollient, unusual skin benefits. Odorless, almost colorless.

Unaffected by electrolytes, most acids, alkalis and drugs. Completely stable, will not oxidize nor turn rancid. Pure white, elegant, stable, cosmetic emulsions.

For use in ointments, cold creams, vanishing creams, antiperspirants, cleansing creams, lotions for skin and hair, hair grooms, hair waving preparations, cream shampoos and in many other products.

Our research laboratories are available to you for advice and information at all times.

Write for your copy of our new technical booklet, "Laboratory Data." It contains valuable information, formulas and procedures.

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OPOPOLYL B. A.

Opopolyl B.A. is based on a new and modern ingredient. It is truly an utility product for it has several outstanding uses, chiefly among which is its ability to round out, sweeten, and make the perfume more lasting.

If you are contemplating the production of a new line or improving one of your stable numbers we will gladly send sample of Opopolyl B.A. and make suggestions for its use.



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MARKET REPORT

Prices Likely To Lose Relative Value

WHILE it appears exceedingly difficult to make predictions regarding the future price trend of essential oils, aromatic chemicals, and closely related articles, observers in the market express considerable optimism regarding future sales. The optimism appears to be based largely on low inventories carried by major consumers and the fact that a great many finished products should enjoy a much better sale in the months ahead.

LEMON OIL

A Government order for a fairly large quantity of non-alcoholic lemon flavor is expected to take between 15,000 to 20,000 pounds of lemon oil out of the market, and some houses believe that several oils and chemicals will be included in purchases under the Marshall Plan, such as the pharmaceutical oils, mint oils, and perhaps the citrus oils.

Outstanding in the way of price developments over the past month were reductions in stearic acid, red oil, phenylethyl alcohol and a hardening trend in crude glycerin. Other articles displaying considerable strength were crude beeswax, menthol and thymol.

Because of economic conditions abroad, fluctuations in exchange, and barter arrangements between certain countries, it is exceedingly difficult to determine with any degree of accuracy what is likely to happen regarding future developments. Under such abnormal circumstances, it is pointed out, prices are likely to lose their relative value. This is particularly true in the case of imported articles.

A favorable factor in the market is that most all articles have lost their wartime values. With but a few exceptions current quotations are far below what they were this time last year.

Buying for the account of perfumers is likely to be restricted for several months or more, but the outlook in the flavoring trade is regarded as highly favorable, and a more active demand is expected for those oils that go into certain divisions of the food trade.

After an extended period of stability mint oils developed an easier tone over the past month with prices on spearmint registering a series of reductions. Peppermint prices also lost some ground, but toward the close, there were evidences of a slight recovery in the market.

A few of the spice oils showed signs of greater stability such as anise, cassia, and celery. Some houses reduced prices of dillweed, but the lower prices were virtually nominal since only very limited amounts of oil were obtainable at any figure.

The reduction in phenylethyl alcohol amounted to 60 to 70 cents a pound as the result of competitive conditions in the market. The article plays an important part in the manufacture of soaps and perfumes.

Reflecting the extremely tight supply position in thymol, some dealers have advanced prices 25 to 30 cents per pound to \$4.50 to \$4.60. Only limited amounts are available at any price and such quantities are being allocated to consumers having a record of previous purchases. Producer reports do not seem at all encouraging regarding any easing in the supply position. Some makers point out that the earliest position at which they are able to sell goods is in August while others state that changing procedures by cokeoven operators in an effort to obtain higher benzol and toluol yields have made it more and more difficult to obtain necessary quantities of raw material.

CRUDE GLYCERIN PRICES

After displaying an easier tendency in the early part of last month, crude glycerin prices turned stronger. Earlier declines of 3 to 4 cents were entirely wiped out. For a time the weakness in tallow caused non-refiners of crude glycerin to become anxious sellers. Such lots found ready takers and at the close, the market was fairly well cleared of crude material. Meanwhile the demand for refined glycerin was reported as brisk. Threat of a rail strike caused consumers to order out deliveries in advance of original shipping instructions. The demand for refined glycerin was reported to be fairly well distributed among all major consumers.

Although commercial scale production of synthetic glycerin has been postponed owing to shortages, nevertheless, the prospect of an additional tonnage of material coming upon the market will probably prove to be an influential factor in preventing any decided increase in prices in the future.

Because of speculative influences, menthol was featured by an upward tendency. Several advances were noted here, and at the close, spot prices were fully 35 cents a pound above the low level prevailing in the early part of the period under review.

Normally consumer demand for menthol is usually at a low level during May and June. Fair size quantities of material are expected to arrive here from Brazil which had been purchased at low prices, and with little hope for any immediate improvement in consumer demand some trade factors feel that the strength in the market may only prove temporary.

Paris says



"One of the finest
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The leading French perfumers have acclaimed the nature-true fragrance of our Rose De Mai Absolute. Produced in Grasse by P. Robertet & Cie—one of the foremost suppliers of natural raw materials to the fine Parisian perfume houses. Working samples of this year's Rose De Mai harvest will be gladly submitted.

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